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THE NATIONAL NEWSPAPER OF MARKETING

Net Option Time Is 'Necessary,' FCC Concludes

WASHINGTON, Jan. 15—The Federal Communications Commission has tossed the option time "hot potato" to the Department of Justice, but it remains anyone's guess as to whose fingers are going to be burned.

By a 4-3 vote the commission today adopted a report which finds that option time is "reasonably necessary" for the survival of network telecasting. Before making its action public, however, the commission has sent its decision over to the Department of Justice for a legal opinion by the antitrust division.

Since FCC is the government's top policy-making agency on matters involving the broadcasting industry, its judgment that option time is "reasonably necessary" represents an important "break" for network officials who have been fighting to retain their existing right to enter into option arrangements assuring clearance of their programs in key portions of the broadcast day.

■ The text of FCC's report today has not been released, but the sense of it has been widely discussed. Covering roughly 35 pages, it analyzes the function of option time, pointing out the advantage

(*Continued on Page* 100)

Many Broadcasters Eager for Distillers' Money, Rep Finds

NEW YORK, Jan. 16—There were more signs this week that many broadcasters would be happy to have hard liquor advertising—as long as the copy meets their standards.

Among the station representatives who have on hand a long list of stations which are ready and eager to accept revenue from distillers is George T. Hopewell Inc.

Joseph Cannon, a vp of the company, this week informed Sheldon Levine, merchandising director of Federal Liquors Ltd., that he has 35 stations which have indicated that they will accept hard liquor ads. Some 20 others on Mr. Cannon's list—which reportedly was compiled when Batten, Barton, Durstine & Osborn sounded out broadcasters and reps on the subject of liquor broadcast advertising—left the impression they would be willing to go along once an industry trend was started in that direction.

■ The call letters of the stations are not available at this time. Some of them belong to the NAB, whose code bans hard liquor copy. Many of the Hopewell-represented stations are small power stations.

Mr. Cannon has forwarded a list of station availabilities to Mr. Levine, who wants to get a radio schedule going in March in New York, Boston, Washington, Baltimore and Miami for Nuyens

(*Continued on Page* 100)

TRUTH—*"State Farm Mutual's auto insurance costs less" is portrayed in a 1959 continuation of the company's "Moment of Truth" campaign. The 1959 version starts in the February Reader's Digest and Feb. 3 Look. Needham, Louis & Brorby, Chicago, is the agency.*

Schick's New Direct Selling Irks Wholesalers

Sudden Selling Shift Angers Distributors With Large Inventories

CHICAGO, Jan. 15—Distributors for Schick Inc. products here were in a confused, angry mood this week following the company's announcement last week (AA, Jan. 12) that it would drop all of its 1,200 distributors and adopt a new direct factory-to-retailer distribution plan. Use of distributors will be discontinued Feb. 21.

One Schick distributor was incensed by the announcement. "Schick came out in November and December with big promotions for their products, loaded us up with merchandise, and then they pull the rug out from underneath us in January," he complained.

"We received no warning of the

(*Continued on Page* 97)

'They Say They Won't, But' . . .

Cars, Appliances Are *Impulse Items: BBDO*

Agency's Study Reveals Most Buying Unplanned; Cites Ad Opportunity

NEW YORK, Jan. 15—A five-year study by Batten, Barton, Durstine & Osborn, just released, shows there's many a slip between intent to buy and the actual purchase.

The agency found that 75% of all electric appliances and 80% of all automobiles were bought by people who, at the beginning of a year, had no intention of buying or who were uncertain about buying. It also discovered that 50% to 60% of those who intended to buy a certain brand of appliance, and about 33% of those who intended to buy a specific make of car, wound up by buying a different brand or make.

These findings are included in a pamphlet put out by BBDO titled "They Say They Won't . . . But They Do."

The agency concentrated on appliances and autos "because traditionally it has been assumed that buyers not only plan these purchases well in advance, but also decide in advance what brand or make they will buy."

■ The figures compiled by BBDO show that 77% of the people questioned did not intend to buy a car that year. Actually, 11% of these bought cars, thus accounting for 48% of auto sales. Another 17% were uncertain whether they would buy. But 32% of these wound up buying cars and accounted for 31% of auto sales. Of 6% of the respondents who intended to get cars, 63% actually made the purchases and accounted for 21% of auto sales.

Among people asked about planned purchases of electric appliances, 36% said they did not intend to buy. But year's end saw

(*Continued on Page* 100)

Pfizer Admits Ad Hit by Magazine May Have Misled

Implied Testimonial, Says 'Saturday Review' Critic; It's 'Symbolic': Pfizer

NEW YORK, Jan. 15—Chas. Pfizer & Co., under fire in the *Saturday Review* for its promotional techniques, this week defended its advertising practices, but conceded that one of its mailing pieces may have been misleading.

Pfizer, one of the nation's leading ethical drug producers, issued a statement in response to a slash-

(*Continued on Page* 97)

630 Third Ave. Is New Address

Starting this morning ADVERTISING AGE's New York address has been changed from:

480 Lexington Ave.

to:

630 Third Ave.
New York 17

Please change all records to show this new address.

Ketchum Resigns 4 Chevy Dealer Group Accounts

PITTSBURGH, Jan. 14—Ketchum, MacLeod & Grove this week resigned as agency for Chevrolet dealer groups in the eastern region, effective March 12.

Groups affected, for which Ketchum did local advertising, are the Pittsburgh Zone Chevrolet Dealers Radio Fund, the Harrisburg Zone Chevrolet Dealers Assn., the Richmond (Va.) Chevrolet Dealers Assn. and the Maryland Chevrolet Dealers Assn.

The decision to resign the accounts, it was learned, resulted from the unprofitability of handling them under the plan in effect—with the agency serving each dealer more or less individually.

William Gillilan, who pioneered the Chevy dealer operation for Ketchum in 1948, and is now vp and director of marketing of the agency, pointed out that the dealer groups might find other agencies—perhaps local ones—which could handle the business profitably.

■ Ketchum will continue to handle local advertising for about a dozen Washington, D. C., Chevrolet dealers. The agency had the Wash-

(*Continued on Page* 97)

Agencies Get Questionnaires as Senators Gird for TV Ratings Probe

One Question: Did Nets Ever Bump a Program Because of Low Rating?

NEW YORK, Jan. 16—"In your experience with tv networks or broadcast licensees have you been required to change a program from a desirable time period to a less desirable time period or to remove it completely from the station or network mainly because of low ratings?

"If so, would you be kind enough to list the network or stations and the title of the program so affected?

"Have you ever recommended the removal of a commercial program from a television network or television stations because of low ratings?

"If so, would you set forth as an illustration the title and type of program so effected?"

■ These are the kinds of questions the Senate interstate and foreign commerce committee put to advertising agencies as the group gets ready to re-focus its investigatory spotlight on tv ratings. The three-page questionnaire, which went out to agencies recently, poses 18 similar queries.

In a covering letter, Sen. Warren G. Magnuson (D., Wash.), head of the committee which has been scrutinizing tv for some time, noted that his committee had received a number of inquiries or complaints concerning the national rating services which now provide television programs ratings. He said, "These have given rise to certain questions as to the possible effect of such ratings upon the program service being furnished

(*Continued on Page* 100)

Anderson & Cairns, Botsford Agency Set Reciprocal Services

NEW YORK, Jan. 15—Anderson & Cairns, New York, and Botsford, Constantine & Gardner, San Francisco, have arranged a mutual working relationship for an interchange of advertising agency service.

Under the arrangement A&C will provide service to BC&G as needed on the East Coast, and the latter will reciprocate in furnishing a West Coast service for A&C in San Francisco, Seattle and Portland.

BC&G will continue to maintain its own New York office, but will move it within a few weeks to 130 E. 59th St., in the same building as A&C.

The service arrangement includes research, sales promotion, production assistance and publicity, through Creative PR Inc., the public relations organization recently set up by A&C here. #

Last Minute News Flashes

Dodge Sets Up Own News Bureaus; Grant Out

DETROIT, Jan. 16—Dodge division of Chrysler Corp. is setting up its own news bureaus in Detroit, New York, Chicago and Los Angeles, ADVERTISING AGE learned today. Dodge news and pr activities have been handled by Grant Advertising, which also handles Dodge advertising. Heading the New York news bureau will be Leigh Smith, who handled the Dodge news account at Grant in that city until he left the agency two weeks ago (AA, Jan. 5). He had been slated to join Young & Rubicam (which handles the Chrysler account) but has been released from that commitment. Miraed Peake, who also left Grant last month, will join the news bureau as director of women's activities—the same post she held at Grant.

Vick Moves Cold Tablets from Morse to Ogilvy

NEW YORK, Jan. 16—Vick products division of Vick Chemical Co. has named Ogilvy, Benson & Mather to handle its Vicks Double-Buffered cold tablets. The product had been at Morse International.

Black & White Scotch Shifts to Compton

NEW YORK, Jan. 16—Fleischmann Distilling Co. will move its Black & White scotch whisky from L. H. Hartman Co. to Compton Advertising.

(*Additional News Flashes on Page* 101)

Price Ads Boomerang—Consumers Doubt 'em, Romney Warns NARDA

Retailer's Reliance on Factory Cuts His Ability To Compete, Says Maytag

CHICAGO, Jan. 13—The past two years of price-cut advertising in the appliance business not only have failed to convince consumers that appliance prices are low, but many consumers still reason that prices are as high as ever—too high, in fact, or they couldn't be cut so much.

This analysis was given to appliance dealers here yesterday by George Romney, president of American Motors Corp., maker of Kelvinator appliances. He spoke at a convention of the National Appliance & Radio-TV Dealers Assn.

■ This impression about prices is particularly bad because in many lines, refrigerators particularly, he said, today's superior appliances cost the consumer less in actual dollars than they did ten years ago, despite inflation and rising costs.

But more importantly, he added, price-cut ads have assumed that the appliance dealer down the street is the only competitor. "A large part of our competition is all other business, all other industry," he said.

Without mentioning names, Mr. Romney also scored "one leader in the appliance industry who has decided to accept for its appliance business the reward of the average company." He described this as a failure "to discharge the responsibilities of leadership, or to accept the rewards of leadership" and said that this sort of failure is a primary reason for the defensive price position the whole industry is in.

■ In another talk, Herbert F. Lehman, general manager of General Motors Corp.'s Frigidaire division, said that the appliance industry's "rather chaotic postwar period" has virtually ended.

Evidences of this, he said, are three current industry trends:

• A growing demand by dealers

(Continued on Page 27)

Non-Foods Created 5% of Supermarket Sales in '57: SMI

CHICAGO, Jan. 13—Sale of non-food items in supermarkets produced an average of 5% of the stores' total sales during 1957, the same percentage as a year earlier, according to the Super Market Institute.

Curt Kornblau, director of research for the institute, reported the 1957 figure, latest available by the institute, at the group's non-foods conference here this week.

He noted that on the average, supermarkets opened in 1958 were obtaining 5.5% of their total sales from non-foods, but were devoting 10.1% of their selling area to these items.

"Even with the higher margins which non-food lines bring," he said, "these figures suggest some basic questions which deserve critical attention."

■ An SMI survey showed increasing use of non-food items by the

(Continued on Page 26)

RICE DISH—*Comet Rice Mills will feature Comet Rice jambalaya in a newspaper, radio and trade campaign this spring. The jambalaya theme is adaptable to related item promotion and also ties in with the song, Comet says. Grant Advertising, Dallas, is the agency.*

Housewares May Reach $4 Billion Level in 1959

Most Manufacturers, Buyers See Sales Boosts, NHMA Survey Indicates

CHICAGO, Jan. 14—Optimism is the key word in the housewares industry.

Manufacturers of housewares are demonstrating this, as a record 739 companies exhibit their products this week at the 30th national housewares exhibit, sponsored by the National Housewares Manufacturers Assn.

More than 11,000 buyers are expected to attend the five-day show, which ends Jan. 16. Total attendance of 25,000 persons is anticipated.

■ Sales in the housewares industry this year may hit a record $4 billion, according to a survey just published by NHMA. The survey was based on replies received from 34.1% of the 739 exhibitors and 10.4% of 5,000 buying companies.

A total of 80% of the manufacturers and 74% of buyers predicted that their dollar volume would in-

(Continued on Page 78)

Ban on Phonebook Cover Ads Assailed in N. Y. High Court

ALBANY, Jan. 13—A telephone company regulation approved by the state public service commission, which forbids subscribers to attach covers to phonebooks other than those either provided or approved by the company, has been assailed in the court of appeals as "an attempt to regulate the advertising business."

In what is apparently a test case in New York state, National Merchandising Corp. asked the state's highest court to review the regulation set up by the Cazenovia Telephone Corp. and the Seneca Telephone Corp., two of the state's 116 telephone companies.

Paul Williams, of New York, appeared for National Merchandising, a Massachusetts company. Kent H. Brown defended the state commission's endorsement of the regulation, and Edward S. Wood and Sidney B. Gordon defended the telephone companies involved.

■ At stake in the case is the use of a transparent plastic covering, easily attached to the outside covers of a phonebook, and distributed free by National Merchandising to the phone companies' subscribers.

Hinged to the plastic cover is a single sheet listing some "emergency" telephone numbers and those of subscribers solicited on an advertising basis.

While the prohibition is against the use of the plastic covering and

(Continued on Page 27)

GE Ends Co-op for Dealers Using 'Unsound' Pricing

Company Says 10-15% Off List's About as Low as Retailer Should Go

NEW YORK, Jan. 14—General Electric Co.'s housewares and receiver division, which makes toasters, mixers, vacuum cleaners, clocks, etc., moved this week to eliminate what it describes as "unsound and uneconomic advertising practices" in the cooperative merchandising of its products.

In a letter to distributors, the company said that it will no longer share the costs of cooperative advertising with dealers who sell GE products below a level of 10% to 15% under suggested retail prices.

W. H. Sahloff, vp and general manager of the division, said, "Recently there have been examples where our products have been advertised at completely unsound and uneconomic levels. While dealers have the privilege of engaging in these detrimental practices, the company is under no obligation to share in the expense of such advertising. For this reason the division's new 1959 cooperative merchandising plans will specify the retail prices below which advertising claims submitted to wholesale distributors will no longer be

(Continued on Page 26)

Holland Has No Qualms Over Pushing Drugs He Probed as Top U. S. Expert

Joining Enloe as Exec VP, He Feels Ads Have Sold Some Proprietaries Short

WASHINGTON, Jan. 9—The Food & Drug Administration's top medical man cleared his desk this week, ready to start out on a new career—in the advertising agency business.

After five years in a post where he had the "yes" or "no" on all new drugs before they could be marketed, Dr. Albert H. (Jerry) Holland Jr. leaves the government post next week to become exec vp and chief operating officer of Cortez F. Enloe Inc., New York, an agency specializing in drug accounts (AA, Dec. 22).

For some time, FDA officials had known that personal consid-

Albert H. Holland

erations made it necessary for Dr. Holland to increase his earning power. He had informed them of several attractive offers from important drug manufacturing concerns before he decided to accept the offer to buy into the Enloe agency.

While he says he has no knowledge of advertising, Dr. Holland said the agency business seemed

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Greenewalt Wins Poor Richard Gold Achievement Medal

PHILADELPHIA, Jan. 16—Crawford H. Greenewalt, president of E. I. du Pont de Nemours & Co., tomorrow will receive the Poor Richard Gold Medal of Achievement at the Poor Richard Club's 53rd annual banquet.

Clyde R. Spitzner, sales manager of WFIL and president of the club, will make the presentation following a day of tribute to the memory of Benjamin Franklin, patron saint of the nation's oldest adclub.

Mr. Greenewalt's selection for the annual award was for "having demonstrated superior business leadership in advancing public understanding of the American system of free enterprise."

In an address scheduled to be delivered tomorrow, Mr. Greenewalt said that in today's world characterized by mechanisms, "we tend to overlook the fact that the U.S. is the summation of human effort. Both our freedom and our incentives are subjected to severe attrition."

Previous medal winners include President Eisenhower, Vice-President Nixon, Mrs. Clare Booth Luce, Robert McLean, Walter D. Fuller, Paul G. Hoffman, Alfred P. Sloan Jr., William S. Paley, Will Rogers and Walt Disney. #

Field Sees 'News' Buy Strengthening Competition Among Chicago Dailies

Sees Advertising Volume This Year as 'At Least Equaling' That of '57

CHICAGO, Jan. 13—Marshall Field Jr. gave up the titles of editor of the *Chicago Sun-Times* and of the *Chicago Daily News*, which he acquired from the Knight interests last week, to make it "unmistakably clear that the *Sun-Times* and *News* are going to continue as separate and independent newspapers."

"But my interests still lie primarily in the editorial side of papers," the 42-year-old president of Field Enterprises and publisher of two Chicago newspapers told ADVERTISING AGE. "Nothing would bore me more than to sit in an ivory tower and just look at facts and figures."

■ Mr. Field had just announced the appointment of Milburn P. Akers, formerly executive editor, as his successor as editor of the *Sun-Times*, and the naming of Basil L. Walters, formerly executive editor of Knight Newspapers, as editor of the *Daily News*. On the *News* A. T. Burch, associate editor, will continue to edit the editorial page, and Everett Norlander, managing editor, will continue to direct the news room. On the *Sun-Times*, Lawrence S. Fanning was moved up to executive editor from the post as Mr. Akers' assistant, and Emmett Dedmon continues as managing editor.

Having the papers run independently does not imply any Jekyll and Hyde relationship, however, Mr. Field made it clear. "On fundamental principles and on the most important elective offices they'll be on the same side," he said. "I'm not one of those guys who can play both sides of the street."

■ Sitting in his luxurious office in the new *Sun-Times* building on the bank of the Chicago River (with his acquisition of the *News*, also on the river bank, although several blocks downstream, Mr. Field probably became the only newspaper publisher with two complete river-front plants), Mr.

(Continued on Page 30)

Crain Bernstein Field

IT 'TAKES TWO,' AND HE'S GOT 'EM—*Marshall Field Jr., publisher of the Chicago Sun-Times and Daily News, tells Advertising Age publisher G. D. Crain Jr. and editorial director S. R. Bernstein of his plans for publishing two independent newspapers.*

Lipton Buys 'Tombstone'

Still another western is riding into the network tv spectrum. "Tombstone," a returnee, will be sponsored by ABC-TV by Thomas J. Lipton Inc., Hoboken, N. J. (Young & Rubicam), starting in the spring. Lipton and Singer have canceled another western, NBC's "The Californians," which that network may shift to another time period. Singer is holding on to its NBC time spot.

Hose Hues Get Push in Du Pont, Chemstrand Ads

TV, Print Campaigns Also Seek to Undermine Summer Bareleggedness

NEW YORK, Jan. 13—The country's two major nylon suppliers will be reminding women not to "forget their stockings" this summer.

E. I. du Pont de Nemours & Co. and the Chemstrand Corp. for the third straight year are planning industry campaigns aimed at persuading women to buy more stockings.

■ Chemstrand has planned three print promotions and a color tv commercial. The first ad will be a color spread in the Feb. 28 issue of *The New Yorker* with the caption, "Fashion says: Change your stockings as you change your mood." The illustration shows Suzy Parker photographed in five moods.

The second ad will run in the May 24 *New York Times Magazine*

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A Lot of Cents. . .

'Digest' Mails 10,000,000 Pennies in Push for Subs

PLEASANTVILLE, N.Y., Jan. 14—*Reader's Digest*, never a penny-pincher, is now mailing "slightly more" than 10,000,000 coppers to U.S. residents. The pennies are going with offers of introductory subscriptions to the *Digest* at $1.87 for 11 months.

In 1957, the *Digest* placed an order for 108,750,000 pennies which the U.S. mint in Denver filled. The pennies were used in four promotions, two for the *Digest* and two for the *Digest's* Condensed Book Club.

One result of a *Digest* promotion was a record printing of 13,724,897 copies of its March, '58, issue—a figure 300,000 greater than its February total and almost 700,000 over its January printing in that year.

■ Delivery of this year's penny-laden letters started yesterday in some sections of the nation. Radio and tv spot support for the mailing is scheduled coincidental with the mailing dates set for various areas.

A second current promotion, for the Condensed Book Club, offering the first book free, is now going by mail to subscribers to the magazine. A *Digest* official described this only as a "multi-million" mailing.

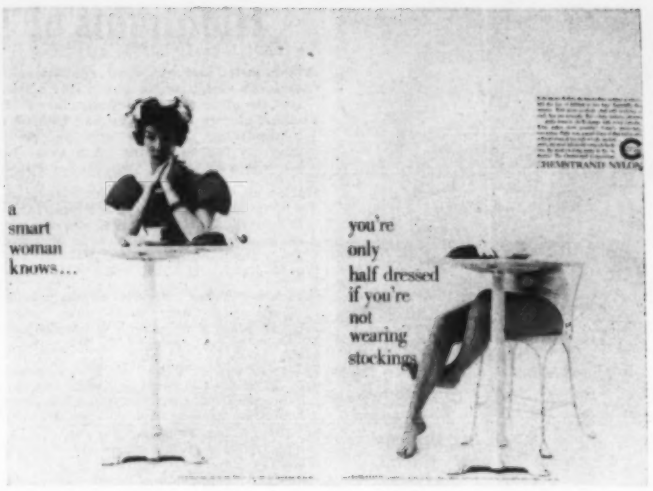
Schwab & Beatty is the agency, and O. E. McIntyre Inc. is handling the mailings. #

Stanley Promotes Gischel

Clyde S. Gischel, for two years marketing director of Stanley Works, New Britain, Conn., hardware manufacturer, has been named to the new post of director of marketing and sales. Rodman W. Chamberlain, formerly Stanley's sales vp, retired recently and Mr. Gischel is taking over his duties.

Walker-Rawalt Adds WCFR

WCFR, Springfield, Vt., has appointed Walker-Rawalt Co., New York, its national representative, replacing Bolling Co.



STOPPER—*Chemstrand Corp. will use this spread in the New York Times Magazine May 24 in an effort to discourage summer bareleggedness. Doyle Dane Bernbach Inc. is the agency.*

Model-in-Bed Loses in Appeal. . .

Court Rules Model Release Gives Advertiser Full Power Over Photo

Judge Says Mrs. Russell Might Have Libel Case; Not Breach of Contract

By Milton Moskowitz

NEW YORK, Jan. 13—Mary Jane Russell, New York fashion model who posed in bed with a male model for a Marboro Book Club ad and then sued when an altered version of the picture turned up in a national ad for Springmaid sheets, was told yesterday she may have a case for libel, but not breach of contract.

In a 37-page opinion, handed down two years and two months after arguments were heard in New York supreme court, Judge Matthew M. Levy flatly rejected Mrs. Russell's claim that Marboro had no right to resell the picture to Springs Mills Inc.

Judge Levy therefore upheld the validity of the model release form which Mrs. Russell admitted signing. The model's attorney, Emily Marx, had argued that although her client had signed the release, trade usage only entitled an advertiser to use a picture for the specific purpose for which it was taken.

She was supported in this claim by *amicus curiae* briefs filed by the American Society of Magazine Photographers and the joint ethics committee of the Art Directors Club of New York, Artists Guild of New York and the Society of Illustrators. These groups maintained that artists and photographers must have ownership and control of work done for advertisers.

■ Miss Marx told ADVERTISING AGE today that she was disappointed in the ruling. "This means," she said, "that an advertiser can take a picture and sell it to another advertiser or to anyone he pleases."

Judge Levy said, in his opinion, that in view of the waiver form signed by Mrs. Russell, this is indeed what an advertiser may do.

■ The circumstances which led to

(Continued on Page 102)

Polk Paints Chicago Orange to Shatter Winter Doldrums

CHICAGO, Jan. 14—Intent on chasing away what he calls "the post-holiday mid-winter doldrums," Sol Polk, president of the Polk Bros. appliance and home furnishings chain here, is putting color—orange, and lots of it—into a ten-week store traffic drive begun this week.

While Chicago this week is moping through a dull, overcast and chilly week, Polk Bros. is offering a bit of the Florida atmosphere to its customers—oranges, Cypress Gardens and all.

■ Specifically, the chain is giving away boxes of Florida oranges to all spenders of $25 or more in Polk's stores. In addition, a week's vacation for two in Florida will be awarded each week for ten weeks to winners of drawings from registrants at Polk stores.

Polk has brought up 2,500,000 oranges from Polk County, Fla., had them specially packaged and trucked to Chicago for the occasion.

The vacations have been arranged through Happiness Tours and Eastern Airlines.

The color orange will dominate all of Polk's advertising of the event. The tv schedule includes 90-minute color movies on WNBQ, following the "Jack Paar Show" five nights a week; "Judge Roy

(Continued on Page 78)

BOX OF SUNSHINE—*Purchasers of $25 or more in merchandise at Polk Bros., Chicago, will get a Box of Sunshine (oranges) during the chain's current promotion. Color ads, like this Chicago Daily News page, are promoting the ten-week event.*

Adell Spends More but Eyes Other Media . . .

Lestoil Alters Spot TV Policy as Rates Climb

Eskenasy Backs Steady Ads; Intermittency Works for Nescafe: Scheideler

NEW YORK, Jan. 14—Adell Chemical Co. is currently spending at an annual rate of $10,000,000 (mostly in tv) to push its Lestoil, "the most heavily advertised product in spot television."

I. L. Eskenasy, vp of Adell, told the Radio-Television Executives Society here yesterday that in 1954—the year Adell "decided to make one last attempt in advertising Lestoil to the consuming public"—his company put $40,000 into spot tv in Holyoke and Springfield, Mass., and Hartford and New Haven, Conn.

Results were such that the company boosted its spot tv budget to $130,000 in 1955, to $565,000 in 1956, to $4,350,000 in 1957 and to $6,950,000 last year. At the end of 1959, he indicated, tv expenditures will approach a rate of $14,000,000 per year.

The Lestoil saturation spot tv technique, said Mr. Eskenasy, involves (1) the purchase of daytime and late evening time only, (2) purchase of all stations in a market and (3) purchase of at least 30 spots a week on each station on a full year's contract.

■ Prior to Lestoil's advent in television, said Mr. Eskenasy, advertisers and agencies regarded prime time as essential.

"Our type of purchasing ignored this concept," he said. "Our theory was, and still is, that it is far preferable to reach smaller audiences with many impressions, which could inject the Lestoil message into the viewer's mind so that, even if the Lestoil message itself was not remembered, when the bottle was seen on store shelves, the viewer would instinctively reach for it."

Lestoil's commercials, he said, steer clear of undermining competition because "that's very poor sales policy." Instead, they must make no comparisons with other products; must be factual, without exaggerated claims which Lestoil cannot live up to; must use a soft approach—one that will not antagonize listeners; must be entertaining and informative.

■ While Lestoil uses more than 6,000 spots on more than 200 stations

(Continued on Page 79)

Pharma-Craft Is Revamped; Bell, Robertson Leave

Sheckman New Manager of Unit; Robertson Joins Colgate Alumni at Babbitt

NEW YORK, Jan. 16—Joseph E. Seagram & Son has reorganized its drug subsidiary, Pharma-Craft Corp.

Frank P. Bell, president since 1954, has resigned, and Ralph C. Robertson, who left Geyer Advertising last spring to become advertising director, also has left, to become director of advertising of B. T. Babbitt Inc.

The new general manager of Pharma-Craft is Dr. Edward Sheckman, medical director of

(Continued on Page 102)

Miller Won't Market New Beer Brand: Klug

MILWAUKEE, Jan. 13—Miller Brewing Co. isn't ruling out the possibility that it may introduce another brand of beer, but it now has no plans to do so and doesn't plan now to acquire other breweries.

Norman R. Klug, Miller president, issued a statement on those matters as a result of speculation about what the brewer plans to do. The conjectures apparently arose from shifts in Blatz Brewing operations here (*see story on Page* 58) and the Jos. Schlitz Brewing Co.'s decision to make a popular-price beer, Old Milwaukee, in addition to its premium beer.

Mr. Klug said that "being one of the leading breweries in the country, we naturally are aware of recent developments in the industry and are keeping our eyes open. However, we want our distributors and the public to know that, in the event we ultimately do introduce another brand, it will in no way affect the production of Miller High Life in Milwaukee. In fact, any move toward a second brand would be made to enhance our position in Milwaukee."

■ The brewery head declared that Miller will continue to brew Miller High Life here and never has brewed, nor does it intend to brew, Miller High Life in any other city. He pointed out that Miller boasts the distinction of being the only brewer marketing nationally producing a single brand of beer in a single plant.

Mr. Klug said the brewery's 1958 output was 2,312,779 bbls., 0.5% below the 1957 figure. This contrasts with unofficial figures stating the beer output in the nation was down 1% to 2% during 1958. #

New Law Sparks Shifts

Schenley Sales Companies Get Drastic Shakeup

Jahn Heads New Over-all Setup; House Agency to Handle Outdoor Formed

NEW YORK, Jan. 14—Schenley Industries Inc. has reorganized and consolidated a number of its sales divisions and made several personnel shifts.

Five selling units have been set up as divisions of Affiliated Distillers Brands Corp., designated as the principal sales arm of Schenley Industries. Henceforth these units will be responsible for marketing all of Schenley's domestic and imported whiskies, gins, vodkas, wines and specialty liquors.

The five new sales divisions and their assignments are:

• **1. Schenley—I. W. Harper Distillers Co.**—This unit will market products of the brands of Elegance division and I. W. Harper-Ancient Age Distillers Co. Ernest Feldman, former sales executive with the Brands of Elegance division, has been named general sales manager of the new unit. Serving with Mr. Feldman will

(Continued on Page 99)

Mogul Realigns Execs Following Lewin Merger

NEW YORK, Jan. 16—Mogul, Lewin, Williams & Saylor, an agency created via the merger route Jan. 1, has rearranged its top-level executive lineup to include an expanded board of directors, a five-man executive committee, and nine new senior vps.

Elected senior vps were Richard Lockman, Seth D. Tobias, William Jacoby, Myron A. Mahler, Milton Guttenplan, Charles L. Rothschild, Walter Pollack and Alvin H. Kaplan, all of whom were elected to the board of directors, as were Mrs. Helene Mogul, secretary-treasurer, and Norman Cohen, assistant to the agency's president, Emil Mogul.

A. W. Lewin, chairman of Lewin, Williams & Saylor prior to the merger with Emil Mogul Co., is board chairman and Sidney M. Weiss, former president of Lewin, Williams and now-exec vp of the combined shop, rounds out the board.

■ Heading the newly created executive committee will be Mr. Weiss, with Messrs. Tobias, Lockman, Kaplan and Cohen of the committee.

Other senior vps named this week were Alan Green and Edward Klein. Mr. Klein was the sole senior vp at Mogul prior to the merger. #

KTUL Adopts One-Rate Card

KTUL, Tulsa, will adopt a single-rate card beginning Feb. 1, offering identical rates to national, regional and local advertisers. The radio station said the move was a "step forward in the solution of this confusing and often unfair situation"—referring to the differential between local and national rates.

GERALD PICKMAN, *formerly with Wilding-Henderson, Detroit, has been named director of marketing and research of Kudner Agency, New York. He succeeds Richard Werner, who has resigned.*

Eanes Adds Mirror Company

Cabell Eanes Inc., Richmond, has been appointed to handle advertising for Virginia Mirror Co., Martinsville, Va.

Highlights of This Week's Issue

Automobiles and electrical appliances are actually impulse-bought items, BBDO reports after five-year study. Some 75% of all electric appliances and 80% of all automobiles were bought by people who, at the beginning of a year, had no intention of buying ..... **Page 1**

Option time is "reasonably necessary" for television, Federal Communications Commission, in 4-3 vote, decides, but sends decision to Department of Justice for a legal opinion from the anti-trust division ..... **Page 1**

Schick's decision to sell directly to retailers and drop distributors angers wholesalers who have just stocked large inventories of Schick items ..... **Page 1**

Price-cut advertising in the appliance business in the past two years not only has failed to convince consumers that appliance prices are low, but many consumers reason prices are still too high, or they couldn't be cut so much, George Romney, American Motors president, tells National Appliance & Radio-TV Dealers Assn. ..... **Page 2**

General Electric Co.'s housewares and receivers division says it will not share the costs of cooperative advertising with dealers who sell GE products below a level of 10% to 15% under suggested retail prices ..... **Page 2**

The Chicago Sun-Times and the Chicago News will continue as separate and independent newspapers despite having the same publisher, Marshall Field Jr. tells Advertising Age ..... **Page 2**

Sale of non-food items in supermarkets produced an average of 5% of the stores' total sales during 1958, the same percentage as a year earlier, the Super Market Institute reports ..... **Page 2**

Telephone company ban on phone-book covers which carry ads and do not have approval of phone company is being challenged in New York high court ..... **Page 2**

DuPont, Chemstrand are set to remind women to wear stockings during summer in campaigns designed to sell more nylon ..... **Page 3**

Advertisers can resell pictures, court rules in case of fashion model Mary Jane Russell against Marboro Book Club for selling a picture of her in bed with a male model to Springs Mills ..... **Page 3**

Spot tv budget for Lestoil will reach $14,000,000 a year rate by end of 1959, I. L. Eskenasy, vp of Adell, tells Radio-Television Executives Society; says Lestoil seeks to implant its message in viewer's mind so that, even if the Lestoil message itself is not remembered, when the bottle is seen on store shelves, he will instinctively reach for it ..... **Page 3**

Reader's Digest is mailing 10,000,000 pennies to U.S. residents in offer of introductory subscriptions to the Digest at $1.87 for 11 months ..... **Page 3**

Polk Bros., Chicago appliance and home furnishings chain, brightens up drab Chicago winter with cases of oranges to purchasers of $25 or more, drawings for week's vacation for two in Florida every week for 10 weeks ..... **Page 3**

The business paper promotion man's job "is to establish effective communication with users of advertising space," Walter Weir, exec vp of Donahue & Coe, tells a meeting of McGraw-Hill Publishing Co. promotion managers ..... **Page 18**

Shifts in time duration are important in fashioning style in writing with rhythm, Ernest M. Robson says in new book, "The Orchestra of the Language" ..... **Page 22**

Peerless Camera Stores sales zoomed during the newspaper strike when it used subway posters, Peerless' agency, Kameny Associates, says; but Peerless is currently running a "sacrifice" sale forced, it says, by the strike ..... **Page 23**

Total sales in the electrical appliance-radio-tv industry were down 7.5% in 1958 under 1957, with volume shrinking from $8 billion to $7.4 billion, Electrical Merchandising reports ..... **Page 24**

Lentheric will continue to let fashion triumph over sex in its advertising this spring ..... **Page 28**

Advertising must prove to the government and the public that it is trustworthy as a scientific tool of distribution, C. James Proud, AFA president, tells Springfield adclub ..... **Page 32**

Restaurateurs agree with Food Service that credit card holders should pay an extra 7% service charge ..... **Page 36**

Although 83% of distributors' sales managers polled by Industrial Distribution think they should not be responsible for any accounts, 40% say they handle accounts personally ..... **Page 40**

Remington Rand sets $7,200,000 to boost its new Roll-A-Matic adjustable shaver ..... **Page 42**

Sunbeam bread poster leads as Starch best-recalled outdoor poster for third consecutive time ..... **Page 46**

Milton Berle co-authors a novel, "Earthquake," about "charcoal gray-hearted" agency men ..... **Page 54**

Blatz beer will be produced only in Pabst Brewing Co. breweries after Feb. 15, Pabst announces ..... **Page 58**

Unexpected and believable advertising can break through to the consumer's consciousness, Earle Ludgin, chairman, Earle Ludgin & Co., tells creative advertising class ..... **Page 81**

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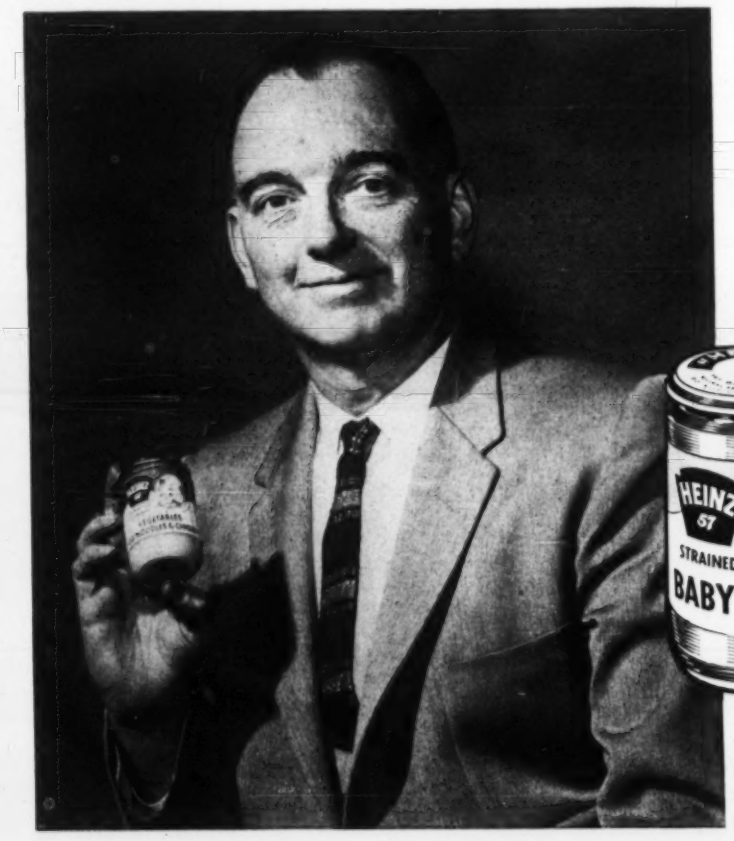


WILLIAM DOUGLASS
Branch Manager,
Seattle Sales Branch
H. J. HEINZ COMPANY

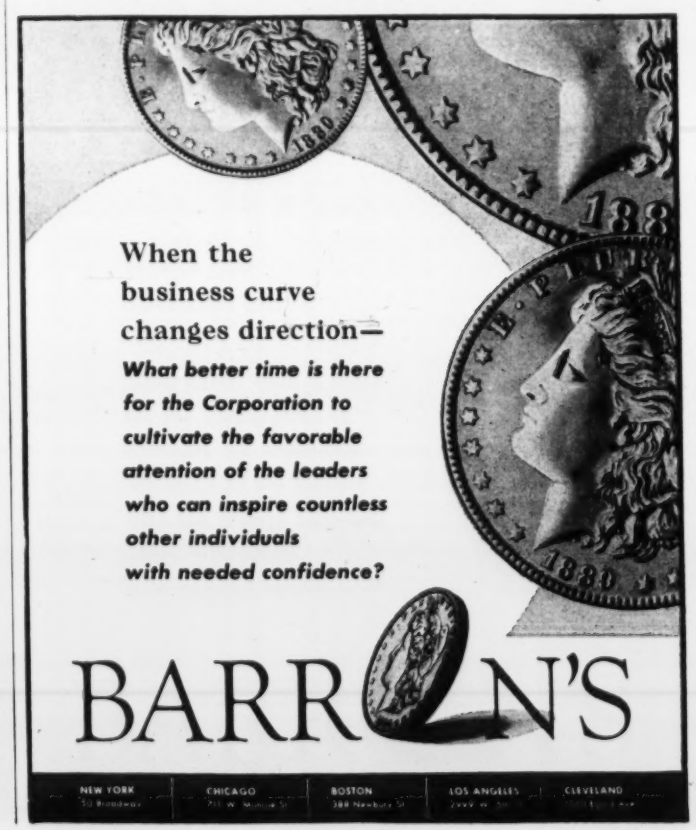
"Tacoma is an important market and must have localized coverage"

"The Tacoma trading area is not a part of the adjoining Seattle market," says Mr. Douglass. "The Tacoma market is separate, distinct and important, not affected by Seattle promotions.

"It is worth our time and energy to carry on merchandising efforts in the Tacoma market, and to get our share of business in this rich area, we consistently advertise Heinz products in the Tacoma News Tribune."

TACOMA NEWS TRIBUNE
TACOMA, WASHINGTON
Circulation more than 83,000

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco


When the business curve changes direction—
What better time is there for the Corporation to cultivate the favorable attention of the leaders who can inspire countless other individuals with needed confidence?
BARRON'S
NEW YORK
CHICAGO
BOSTON
LOS ANGELES
CLEVELAND

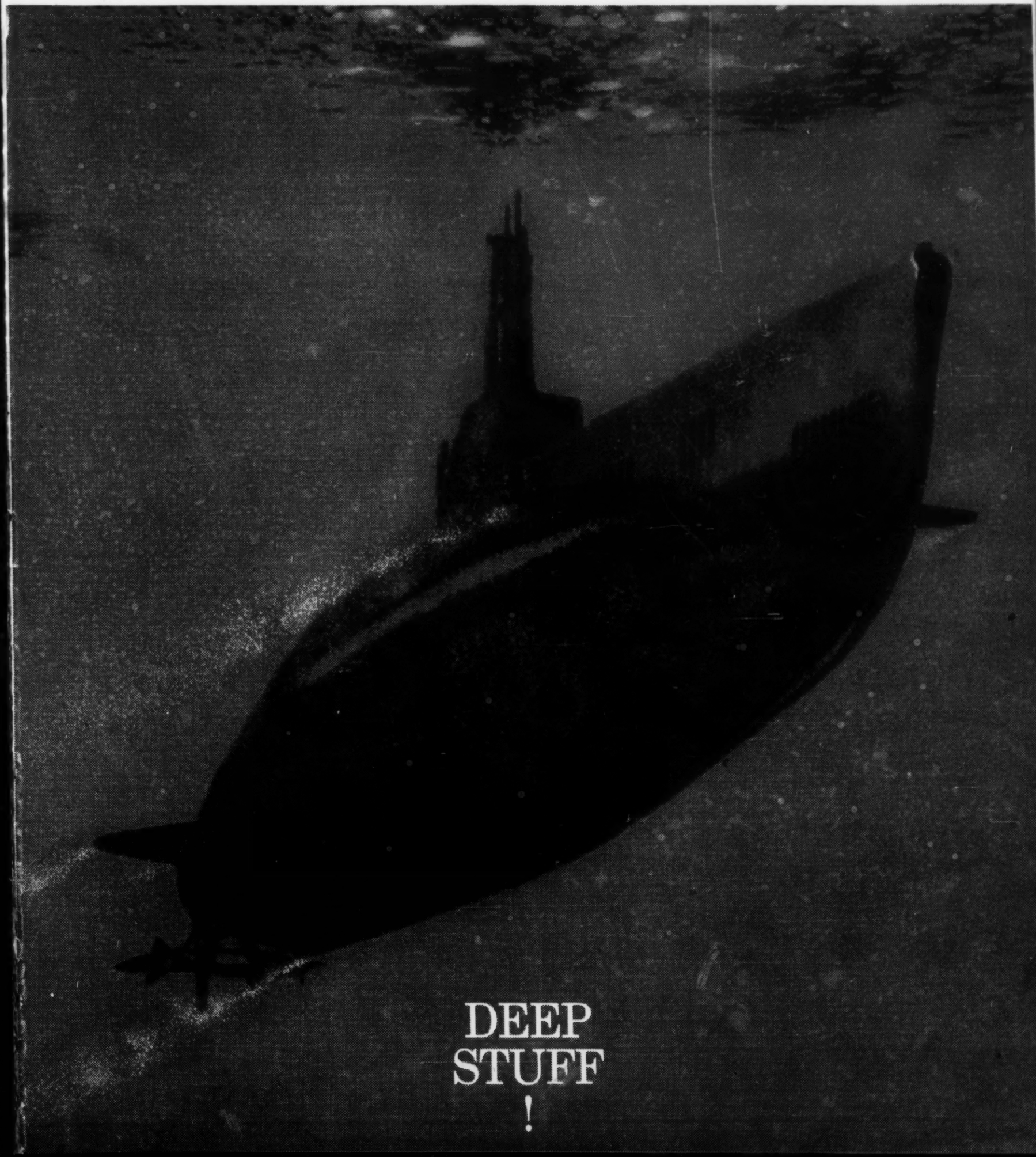
Statistics are often over our head, but when it comes to **THE SILENT SERVICE** we get along swimmingly. Even mathemaddicts of the first water get a splash out of figures like these: ■ Series I of **THE SILENT SERVICE** is still churning up the seas, tying the opposition in knots. And Series II, according to latest available ARB Reports, is making even greater headway in America's leading markets than Series I—11% higher ratings, 16% greater share-of-audience!* ■ If one of these series isn't sailing for you, you're really missing the boat!

NBC TELEVISION FILMS—A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

*NEW YORK, LOS ANGELES, CHICAGO, PHILADELPHIA, BOSTON, CLEVELAND, SAN FRANCISCO, PITTSBURGH, WASHINGTON, D.C., BUFFALO, SEATTLE-TACOMA, HOUSTON-GALVESTON.



This Week in Washington . . .

Rep. Harris' Anti-Pay TV Bill Goes Beyond Intentions of Broadcasters

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 15—If Congress gets around to voting on legislation to kill pay tv this year, one of the problems will be: How far to go?

Rep. Oren Harris (D., Ark.), chairman of the committee on interstate and foreign commerce, is spearheading a drive to kill pay tv in all forms. Unless sentiment has shifted since last year, he will muster ample support, at least in the House.

Since last summer, pay tv has been in a deep sleep. The Federal Communications Commission had indicated it was ready to authorize large-scale public tests, but the plan was suspended after Rep. Harris cautioned that he needed additional time to get the issue before Congress.

As introduced in the House the other day, this year's Harris bill banning pay tv (H.J. Res. 130) goes so far it even embarrasses broadcasters who have been seeking help from Congress. Rep. Harris not only intends to keep pay tv off the air, as broadcasters say he should, but he also gratuitously offers to prevent the development of pay tv on a wired basis.

In its campaign to help in the face of FCC's "go ahead" for pay tv, the National Assn. of Broadcasters has taken the position that its opposition to pay tv is confined to pay tv on the tv channels. Individual industry members, including some of the networks, have taken a similar position.

NAB's board will probably consider a policy position on the Harris bill when it meets next month. It will decide then whether to endorse the bill as Rep. Harris has written it or to confine its support to the portion dealing with pay tv on the air.

Needless to say, many industry members fear that pay tv in any form may divert sports and other programs of high audience appeal. But others question whether broadcasters have a legal or moral right to seek absolute immunity from this kind of competition.

New Budget May Surprise

When the President's budget goes to Congress next week the regulatory agencies may do surprisingly well, despite the $77 billion ceiling on spending.

Health & Welfare Secretary Arthur Flemming already has tipped the news that money managers are squeezing out some increases for the Food & Drug Administration and the office of education. There is also an atmosphere of confidence at the Federal Trade Commission and at several other agencies, where a few thousand dollars often makes a world of difference.

In their pruning, budget officials reportedly concentrated on the spots where worth while savings could be made without interfering with a recognized need. By making concessions to agencies which work on relatively small sums, the administration may have come up with a budget which will be a lot less vulnerable than critics have proclaimed in advance.

Postal Service to Be Probed

President Eisenhower is up against a tough customer in Sen. Olin Johnston (D., S.C.), the chairman of the Senate post office committee. Sen. Johnston says he isn't interested in another postal rate bill this year, and it is hardly likely that the President's budget message will muster any new arguments which will cause the senator to budge from his position.

Fresh back from inspecting European postal operations, the senator is interested in looking into Postmaster General Arthur Summerfield's achievements after six years of efforts to modernize and improve postal service.

The senator thinks western Europe's postal services have been running circles around Mr. Summerfield's when it comes to developing new mail handling equipment. So he has moved during the Senate's opening days for $90,000 for a special investigation to look into a number of subjects, including (1) the administration of the Post Office Department's research and development program and (2) the quality and frequency of mail service rendered to the public.

P.O. May Add Rail Express

For several years, the congressional post office committees have stubbornly stood by a law which cuts down on the size of parcels which can be handled by the Post Office. Now Sen. Johnston may be preparing to do an about-face.

Despite this special help from Congress, Railway Express Agency has continued to have fiscal trouble. So Sen. Johnston is planning an investigation to determine whether the Post Office ought to acquire the facilities and equipment of Railway Express Agency.

FCC Report Recalls Strife

The Federal Communications Commission has issued its annual report, and it records, for the benefit of posterity, that "Commissioner Richard A. Mack resigned March 3, 1958."

It also reports that "a significant portion of the commission's legislative activity during fiscal year 1958 was devoted to furnishing information and assistance to congressional committees and attending congressional hearings."

The commission's official self appraisal of its performance during 1958 contains just three paragraphs devoted to the events that brought so much notoriety during the year.

Without specifying the kinds of problems which were involved, it says, "Before and since the close of the fiscal year both the commission and the courts have taken action in television cases which have been connected with alleged *ex parte* representation to the commission by testimony at hearings before the House subcommittee on legislative oversight."

The report then disposes of the matter by listing the individual cases reopened by courts or FCC.

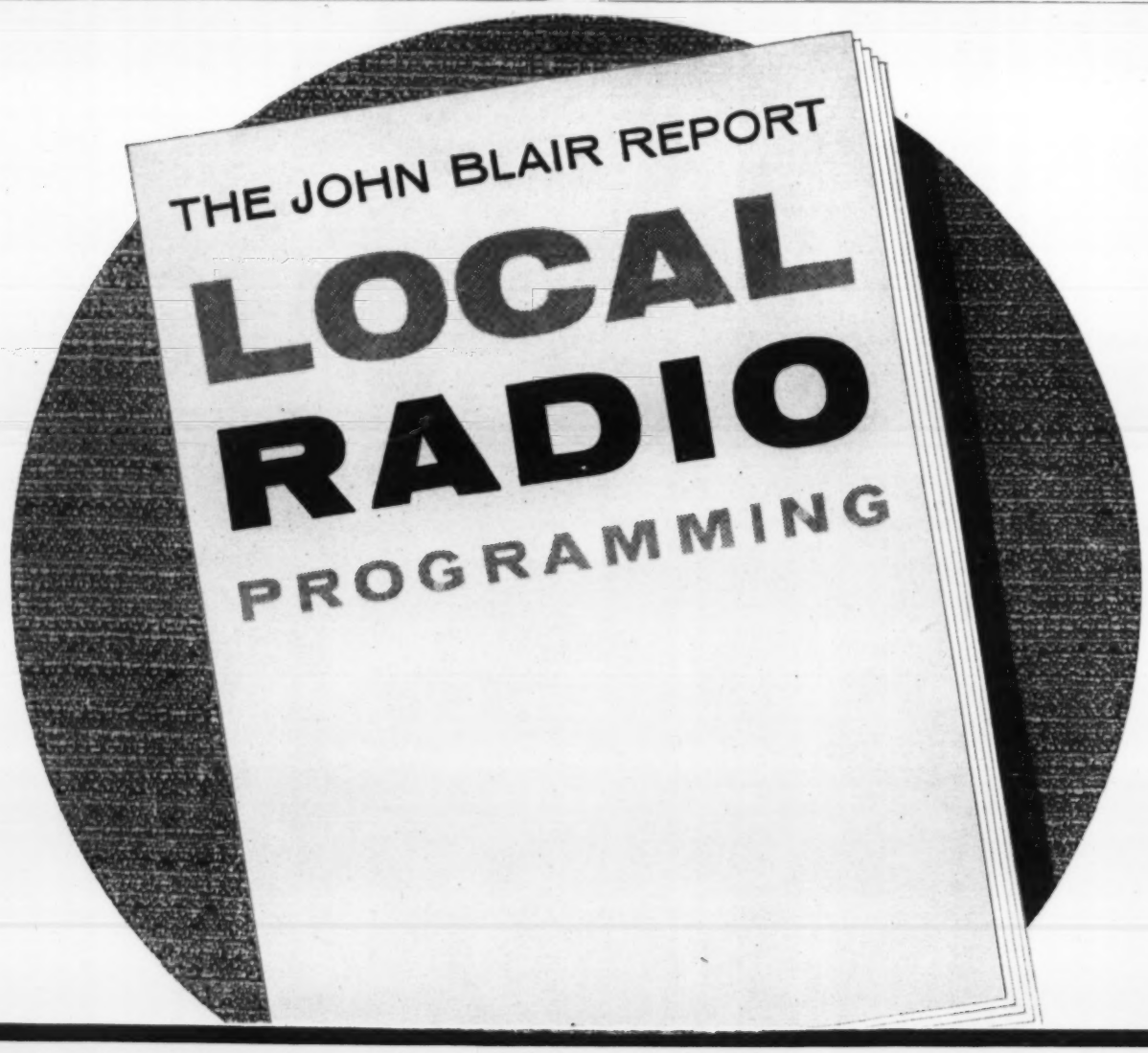
'Average' Rate Not So Average

It's often misleading to deal in averages, and this certainly is true for the recent increases in international mail rates on publications. Post office estimates show the increases for magazines mailed to Latin America average 21.6%.

But many publishers are discovering, to their dismay, that they are not "average."

Actually, the 21.6% "average" refers to a magazine which contains 50% advertising and 50% editorial matter. For publications which are predominantly editorial, the increase can run substantially more than 21.6% on a percentage basis, and it can even amount to several hundred per cent.

This happens because magazines formerly paid by the pound, but must now pay by the piece. Where a 3 oz. magazine composed chiefly of editorial matter formerly paid as little as 0.3¢ (at the rate of 2.6¢ per lb.), it now pays 3¢ per copy (at the rate of 2¢ for the first 2 oz. and 1¢ for each additional 2 oz.). #



Eye-opener for advertisers (second printing)

To get full results from advertising, sales and advertising executives need to understand the complex program elements which, when properly combined, give Spot Radio its tremendous selling-power. These elements are clearly defined in the John Blair Report, LOCAL RADIO PROGRAMMING, now in its second printing. It is termed an "eye-opener for advertisers" because it brings into sharp focus the exacting skill demanded of station-management in creating an overall program-structure that consistently builds maximum audience for the station, and sales for its advertisers. Hence the book contains a wealth of information vital to any executive charged with the responsibility of moving mass-market goods at a profit. Copies still available from John Blair & Company, 415 Madison Ave., New York 17, N. Y. Price, one dollar.

JOHN BLAIR & COMPANY

Exclusive National Representative for:

New York	WABC	Washington	WWDC	Miami	WQAM	Tampa-St. Petersburg	WFLA	Wheeling-Steubenville	WWVA
Chicago	WLS	Baltimore	WFBR	Kansas City	WHB	Albany-Schenectady-Troy	WTRY	Tulsa	KRMG
Los Angeles	KFWB	Dallas-Ft. Worth	KLIF-KFJZ	New Orleans	WDSU	Memphis	WMC	Fresno	KFRE
Philadelphia	WFIL	Minneapolis-St. Paul	WDGY	Portland, Ore.	KGW	Phoenix	KOY	Wichita	KFH
Detroit	WXYZ	Houston	KILT	Denver	KTLN	Omaha	WOW	Shreveport	KEEL
Boston	WHDH	Seattle-Tacoma	KING	Norfolk-Portsmouth-Newport News	WGH	Jacksonville	WMBR	Orlando	WDBO
San Francisco	KGO	Providence-Fall River-New Bedford	WPRO	Louisville	WAKY	Oklahoma City	KOMA	Binghamton	WNBF
Pittsburgh	WWSW	Cincinnati	WCPO	Indianapolis	WIBC	Syracuse	WNDR	Roanoke	WSLS
St. Louis	KXOK			Columbus	WBNS	Nashville	WSM	Boise	KIDO
				San Antonio	KTSA	Knoxville	WNOX	Bismarck	KFYR

For faster turnover in 1959...

BUY THE BIG ONE

The biggest thing in print
12,873,378 families every week

This Week
MAGAZINE

Sponsors Lose Free Ride as Armed Forces Kinescope TV Shows Sans Ads

WASHINGTON, Jan. 15—Technological progress, union demands, and the government's prim sense of propriety will soon deprive tv advertisers of the bonus circulation which many of them have been getting on armed forces tv stations.

Under a mutually beneficial arrangement, the Defense Department has been getting more than 40 hours of kinescopes weekly, assuring U.S. servicemen and their families in the remote parts of the world constant contact with the nation's best tv programming, as well as its latest commercials.

Costs were low, since the Defense Department used kinescopes after they were returned by the stations, but benefits for the advertiser were far from theoretical, for the nearly 30 government-owned stations reach hundreds of thousands of local residents throughout the world, in addition to more than 300,000 servicemen.

■ This happy state of affairs was interrupted last April, when the Writers Guild, East, lodged objections to the free use of material by the government. The Defense Department simultaneously began to feel some misgivings about its "endorsement" of particular products, through the commercials on government-owned stations.

■ Under new contracts which the Armed Forces radio and television service expects to negotiate with advertisers and agencies, the Defense Department will make its own kinescopes, and will take out all the "hard-sell" commercials. Integrated plugs and a formal courtesy announcement will remain. So will the boxes that sit on the desk in front of the master of ceremonies, and the backdrops which can't be eliminated. #

Moore Urges 4-Week Rating Basis for TV

KTTV Head Criticizes Single Rating Week Plan as 'Monumental Error'

CHICAGO, Jan. 15—Richard A. Moore, president of KTTV, Los Angeles, today blasted the present system of rating television programs on a one-week basis. He urged broadcasters to measure tv shows over four consecutive weeks and to determine the total number of different homes reached over that period.

"When television blindly borrowed from radio ten years ago, the radio word 'rating' and the radio rating practice, we committed an error of monumental proportions," Mr. Moore said in a luncheon talk before a joint meeting of the Broadcast Advertising Club of Chicago and the Academy of Television Arts & Sciences.

"As a result, for ten years, we have been giving industry acceptance to a system of audience measurement which is incapable of telling the station, the network, the agency or the advertiser the most important thing each of them needs to know: How many people watch the program?

■ "All this because we stumbled into the trap of expressing our audience in terms of one program per month, leaving unexpressed or unmeasured the vast audience which watches the program the other three weeks of the month."

Mr. Moore proposed that the tv field adopt the word "reach" in measuring the number of homes that see a certain tv show. He also urged the industry to adopt the four-week measurement period as the uniform unit of audience measurement, accepting one-shot audience measurement for one-shot programs only.

He pointed out that KTTV has designed a plan for rotation through as many as eight programs in prime evening time, a total of 16 exposures over a four-week period (AA, Sept. 29, '58). **First returns on the new plan disclosed that "advertisers are reaching up to 71.8% of the great Los Angeles market—prime nighttime minutes, within programs, actually reaching 1,700,000 homes at least once, and an average of twice each."** #

'Union Leader' Hits New England Dailies in Anti-Trust Suit

BOSTON, Jan. 14—Union Leader Corp., of Manchester, N.H., publisher of the *Journal*, Haverhill, Mass., has filed suit in U.S. district court, alleging that ten Massachusetts newspapers are attempting to drive the *Journal* out of business.

The suit charges that the newspapers are engaging in "conspiracy in violation of the anti-trust laws." The complaint alleges that the newspapers and the newly-formed Newspapers of New England Inc. seek a monopoly for Haverhill's other daily, the *Haverhill Gazette*.

■ NNE last month took over the *Gazette* (AA, Dec. 15) and, says the suit, is engaging in "predatory price cutting in the sale of advertising" in an effort to "squeeze off the plaintiff's income."

Defendants, besides NNE, publisher of the *Gazette*, are publishers of the *Lowell Sun, Lawrence Eagle-Tribune, Brockton Enterprise & Times, Berkshire Eagle, Holyoke Transcript, Springfield Union & News, Fitchburg Sentinel, Worcester Telegram & Gazette, Newburyport News* and *Gloucester Times*.

The *Gazette* ended a six-month strike of union printers in May, '58. About three weeks after the strike began, the *Journal* began publishing. #

Musical Motifs to Mix with Marketing at NAEA Convention

NEW YORK, Jan. 16—Newspaper admen meeting in Chicago for the Newspaper Advertising Executives Assn. convention, opening Jan. 19, will say it with music.

In a tuneful break with tradition, the newspaper men will charge up their selling batteries for the industry's 1959 "Total Selling" push with words and music by the Bureau of Advertising, American Newspaper Publishers Assn.

■ According to Edward A. Falasca, creative vp at the BofA, the NAEA rally will be split into four "acts" over a two-day session, with music, lyrics, staging and choreography handled entirely by his staff.

He added that the musical hijinks, however, will not overshadow business at hand nor will it affect talks scheduled at the convention, including a keynote address on "Total Selling" by Walter C. Kurz, chairman of the BofA plans committee. #

Bassinette Watts Gillam Shea

FIRST CLINIC—*When officers and directors of Eastern, Chicago and Cleveland t.f. Clubs held their first annual clinic in Cleveland Jan. 12, this photo was made. Shown are Robert W. Watts, Iron Age, and James K. Gillam, Steel, incoming and retiring presidents of the Cleveland club; Robert L. Bassinette, Progressive Architecture, vp of the Eastern club, and Robert Shea, Public Works Journal Corp., president of the Chicago group.*

FTC Starts Case Against Construction Magazine Publishers

DETROIT, Jan. 15—The publisher of a Michigan construction magazine testified here this week that non-membership in Associated Construction Publications, a group of 15 regional magazines, was a handicap for him in seeking advertising from national manufacturers.

Maurice J. Baker, editor and publisher of *Michigan Roads & Construction*, was the first witness for the Federal Trade Commission in its case against the publishers' group.

The FTC has charged the publishers with using the ACP as a device for monopolizing construction equipment advertising (AA, Nov. 10, '58). The FTC says the 15 publications enjoy about 90% of the advertising business in their field, with the remaining 10% split among 20 other publications of like nature.

■ Mr. Baker said he sought membership in ACP, but was turned down because two-thirds of the members did not confirm the application. He said he is in competition with *Michigan Contractor & Builder*, a member publication. Richard C. Mertz, general manager of that publication, was named as president of ACP at the time of the FTC citation.

Mr. Baker said national advertisers tend to put their co-op ad dollars in ACP magazines, and only a firm stand by the local dealer will sway the manufacturer to place a portion of the ads in other magazines.

Hearings were scheduled for later this week in Kansas City. Additional regional hearings are set for next month in Dallas, Phoenix and San Francisco. #

York Corp. Sets Big Drive

York Corp., York, Pa., will spend $4,000,000 in 1959 advertising and promoting its line of residential and commercial air conditioning products. Commissionable billings will include about $800,000 in print media and $400,000 in tv. A business paper campaign will run in January and February, with shelter book ads breaking in March. The campaign is handled by Donahue & Coe, Chicago, which is merging with Keyes, Madden & Jones.

Saco-Lowell Names Cherry

Jay L. Cherry has been appointed advertising manager of Saco-Lowell Shops, Boston manufacturer of textile machinery and automotive parts. Mr. Cherry started with Saco-Lowell at its Biddeford, Me., plant and was later transferred to the advertising department in Boston headquarters.

Philco Returns to TV, Augments Entire Ad Plan

PHILADELPHIA, Jan. 15—Philco Corp. is going back into television in the spring with hour-long spectaculars, including sponsorship of the Miss America Pageant in September.

The first spectacular will be on April 26 on the CBS-TV network, starring Debbie Reynolds. Another spectacular is set for November, following the Miss America Pageant.

The company has also greatly expanded its magazine ad schedules, built around 20 color pages in *The Saturday Evening Post* and a heavy schedule in *Life*.

A total of 239 magazine ads are scheduled in 1959 for all Philco products, compared with 120 in 1958.

■ The company will aim its ads at the younger and larger families with higher incomes. This change in approach stems from market surveys which show that those under 40 buy 55% of all washers, 41% of ranges, 43% of refrigerators and 50% of all tv sets.

Philco's tv set promotion will initially involve the advantages of printed circuits compared to hand-assembled tv chassis. Robert J. Theis, merchandising manager-television, said "perma-circuit" construction would be registered as a trademark for those products.

Also planned is a 20-unit bonus club promotion which will permit one of every 20 customers to obtain a free portable tv upon purchase of a console. To promote portables, according to John E. Kelly, tv advertising manager, Philco is planning a "count the greckles" contest and one-minute spots.

■ Exposure of Philco portable tv sets and the new 24" Miss America console begins on Feb. 1 through a tie-in with Colgate-Palmolive Co. in some 130,000 outlets handling toiletries.

Colgate will sponsor a consumer contest offering 750 Philco portables and 250 consoles as prizes. The contest will give Philco additional tv exposure through eight network shows sponsored by Colgate-Palmolive Co.

James M. Skinner Jr., president, told Philco's mid-year national distributors' meeting here that in the second half of 1958 a 57% gain in net profits resulted from the firm's reorganization. Profits for the second half will be about $4,878,000, compared to $3,107,000 in the same period of 1957. Sales in the fourth quarter, he added, totaled about $104,875,000. #

Sponsors, Nets Hold Tight in Boxing Decision

Principals Wait to See Effect of Antitrust Rule on Boxing Clubs

NEW YORK, Jan. 16—Everybody, the sponsors, networks and promoters, are tangled up in legalese, as they try to figure out how network tv's two weekly boxing bouts will be affected by the Supreme Court crackdown on television's biggest fisticuffs matchmaker, the International Boxing Clubs of New York and Illinois.

The Supreme Court upheld Federal District Judge Sylvester J. Ryan's 1957 decision calling (1) for the dissolution of the IBC and (2) the sale of their stock in New York's Madison Square Garden by the key boxing figures, James D. Norris and Arthur M. Wirtz.

■ While everybody waits to see how Judge Ryan works out the details of his antitrust decision, the Wednesday night ABC fights and the Friday night NBC bouts continue as usual. IBC supplies the Friday night Gillette-sponsored series; former agency man Lester Malitz produces the Wednesday fights which are promoted by Telradio Promotions, a subsidiary of Chicago Stadium. IBC of Illinois also is a subsidiary of the Norris-owned stadium.

■ There have been reports that the Wednesday night sponsor picture was a bit shaky, but ABC-TV said at press time that Brown & Williamson Tobacco Co. and Miles Labs are set as co-sponsors through September. These fights come out third best in the three-way network rating competition as measured by Nielsen.

A. Craig Smith, Gillette's ad vp, told ADVERTISING AGE that he hopes the ruling will permit his company to switch its contract from IBC to the Madison Square Garden. He said it would not be practical for Gillette to go around the country looking for bouts from independent promoters.

BILL EXEMPTS SPORTS FROM ANTI-TRUST RULE

WASHINGTON, Jan. 15—A powerful drive shaped up in Congress today for fast action on legislation giving an anti-trust exemption to many of the restrictive arrangements used by professional sports promotors to control players and telecasting rights.

The bill introduced today copies in most respects the provisions of a sports exemption bill, which passed the House overwhelmingly early last summer. The provisions on the control and trading of players are identical with last year's bill, but the freedom to "black out" telecasts has been modified in an effort to overcome strong objections which were lodged by the broadcasting industry and the Department of Justice.

■ Under the new bill, no anti-trust exemption will be allowed for agreements restraining radio broadcasts. However, teams would be allowed to enter into agreements banning telecasts within 75 miles of a stadium on days when the home team is playing.

The sponsors of the bill, including Rep. Francis Walter (D., Pa.), a ranking member of the House judiciary committee, and Rep. Oren Harris (D., Ark.), chairman of the committee on interstate and foreign commerce, said the tv blackout is needed to assure the survival of baseball's minor leagues. #

OMAHA-

again the WORLD'S LARGEST LIVESTOCK MARKET

United States Department of Agriculture year-end figures just released show Omaha for the fourth year in a row is first in total livestock receipts. Reflecting Nebraska's current prosperity is the fact that the animals sent to this market were sold for 650 million dollars—UP 118 million dollars over 1957.

At the same time Omaha increased its lead as the NUMBER ONE meat packing and processing center of America.

We salute the Omaha Union Stockyards Company on its 75th anniversary . . . a major contributor to the balanced prosperity of Nebraska and Western Iowa.

Omaha World-Herald

246,588 Daily 258,795 Sunday

ABC Publishers' Statement, Six Months Ending September 30, 1958

O'Mara & Ormsbee, Inc., National Representatives

New York • Chicago • Detroit • Los Angeles • San Francisco

More readers.....

THE TRIBUNE GETS 'EM

.....more advertising-

IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

The Editorial Viewpoint . . .

Where Advertising Can Help

Advertising and promotion and aggressive salesmanship are most useful in marketing situations where two basic conditions apply:

1. The potential demand for the product or service is expandable, rather than fixed or limited. For example, the per capita use of salt is fixed and limited; the per capita use of hi-fi recordings is not.

2. The product or service is one which has a high first or fixed cost, and a low cost for additional units, rather than a cost pattern which tends to remain the same no matter how many units are produced. For example, it costs very little if any less, per unit, to hand-produce 100 violins than it costs to produce a single one; but it costs a great deal less, per unit, to produce 1,000 printed copies of a speech than it does to produce one copy.

Almost no products or services meet these two basic conditions so well as do the public transportation industries. The potential demand for the services of local bus and transit lines, of taxicabs, of suburban bus and rail lines, of interstate and international railroads, airlines and other means of transportation, certainly is expandable, even though it may not actually have expanded in all cases. And the fixed costs are so high that they tend, almost, to be total costs; that is, it costs almost as much to transport one passenger on a run as a whole bus- or train- or plane-ful.

The fixed costs are so high, in fact, that it is almost literally true that any cost of selling one extra fare is worth while so long as that cost is less than the total amount of the fare, because the extra "product" cost is negligible, and even unusually high sales costs can be proven to be economically sound if they result in an improved utilization of existing facilities.

Thus it is with curious feelings of frustration that marketing men read the frequent news of requests for fare increases which come from the transportation industries of the country. Not that they don't understand that fare increases may be unavoidable as costs go up, but that in too many instances there seems to be too little inclination to see if some of the problems can't be solved by more aggressive marketing.

Traffic falls off on railroads or airlines or the city transit system; ergo, fares must be raised—and then, almost inevitably, the higher fares cause a further drop-off in traffic, which in turn calls for another fare increase, etc.

We are oversimplifying, of course, and probably being unfair to most transportation industries. Nevertheless, we would recommend that regulatory bodies resist increasing fares for public carriers until the carrier can show that advertising and promotion and salesmanship have been vigorously employed and have not been effective in securing a higher rate of patronage.

That Lorillard Fine

Alert advertisers and agency men will want to have their legal eagles look carefully into the action of the U. S. court of appeals at Charlotte in fining P. Lorillard Co. $40,000 in a contempt of court action based on Old Gold advertising.

The contempt of court fine was based on a nine-year-old cease and desist order of the Federal Trade Commission, under which Lorillard was prohibited from making comparative claims for its products unless the commission gave advance approval.

Originally, it seems, the FTC order against Old Gold had contained a ban on all comparative claims for Old Gold, but the court had toned this down somewhat to permit Lorillard to make such claims if it first convinced FTC that it had supporting evidence.

Lorillard contended that the 1950 order was concerned with "the previous Old Gold cigarets, which the company no longer makes," and that Old Gold straights are a different product, not subject to the old order. But the court failed to see it that way, and by imposing a fine on Lorillard may have gone a long way toward increasing the latent authority of FTC.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—**Martin Deane Wickett, Chapin-Damm Advertising, Sacramento**

"I don't know what all the fuss is about. The deadline was only yesterday."

What They're Saying . . .

Study Label Hazards

In the light of developments in the matter of the manufacturers' liability for any possible mishap that may follow consumer use of his product, it might be well for drug industry producers to give more than customary attention to the labeling which their products bear.

Special study should be given to label statements which go so far as to indicate that the product is fully safe for the purposes intended. There have been recent court cases, in the toiletry field, to the effect that the manufacturer has been held liable for damages under circumstances which no living person could have anticipated or foreseen.

Special study, too, should be given to the labeling of products which might cause one's person to be burned in case clothing impregnated with the product should come too close to a flame. Recent court cases have imposed heavy damages upon a drug manufacturer for burns resulting from the use of a product which no one would have thought of as inflammable.

Other instances could be cited, to show that product liability is a growing business hazard which calls for the best thought, the most careful study upon the part of industry, in order to have products as safe as human ingenuity and the utmost care can assure.

—Editorial in Drug Trade News.

The 'Sharpest Tool'

Because my business life has spanned both the old and the new eras, I have had first-hand knowledge of what the [Audit] Bureau [of Circulations] has meant to the advertiser. I have not had to read in history books about the great change. It has all been part of my personal experience. And, because of my deep and continuing conviction that the Bureau has been, and still is, the major factor in making advertising the sharpest tool in our competitive economy, I was willing to serve the Bureau for many successive terms on its boards of directors. . .

—**Ralph Starr Butler, director of ABC for 23 years, former vp of General Foods Corp.**

Question for Merchandisers

Why doesn't somebody try combining canned foods which women ordinarily serve together such as bacon-and-green beans, mushrooms-and-peas? Why not multiple packs of vegetables? . . . Why not make it easier by giving women shopping carts that can be easily separated from each other? And give people near the beginning of the line a "break" when opening up a new checkout line. They have been waiting the longest! . . . And teach newcomers to *lean* heavy sacks in the carts instead of leaving them on the counters!

—Nargus Reports to Retailers, NARGUS Bulletin.

What Do Doctors Recommend?

Whoever it was that devised a bit in which an actor who has been doing medical commercials begins to believe in himself sufficiently to make house calls . . . ought to be able to put a really respectable comedy together some day.

—From drama critic Walter Kerr's review of "Make a Million" in the New York Herald Tribune.

Rough Proofs

Fidel Castro has apparently been convinced that American tourists in Cuba will be very unhappy if they are deprived of the pleasure of losing their money in those plush U. S.-backed gambling casinos.

•

Nothin' talks of lovin' like something from the oven, and so Pillsbury is again featuring its famous Bake-off in a 12-page printacular in the February issue of *McCall's*.

•

"Pull of all-copy 'common sense' ad amazes Dodge," reports the world's greatest advertising journal.

Maybe reluctant car buyers are once more ripe for the appeal of common sense as well as chrome.

•

George Romney, head of American Motors, has been selected by the *Saturday Review* as its business man of the year.

Substituting black ink for red on a corporation statement is an achievement well worthy of acclaim.

•

The electric light companies which have been telling their story versus public power in advertising have been informed by the Federal Power Commission that according to its special, copyrighted dictionary of terms, this doesn't come under the heading of advertising.

•

An anonymous caller wonders out loud if "Of Lasting Interest," the story of the *Reader's Digest*, will be considered suitable for a book condensation in the *Reader's Digest*.

•

"Department store sales were 3% ahead in Jan. 3 week," the headline says.

Customers are evidently doing something besides exchanging Christmas presents.

•

"Take TAE and see," is the sprightly slogan adopted by Station WTAE, of Pittsburgh, with of course a grateful bow in the direction of the Tea Bureau and the Leo Burnett Co.

•

"Meeting a payroll takes more than money," remarks the Recording & Statistical Corporation.

That's right, but it would be sorta hard to do without it.

•

"It is the responsibility of every advertising manager," suggests Ed Ebel, "to encourage the agency to be creative, imaginative and adventuresome."

Provided, of course, the client is also creative, imaginative and adventuresome.

•

America has not lost all contact with the past, since Laird's applejack, probably the oldest distilled product native to these shores, will continue to be made and advertised.

•

A classified advertiser looking for a new hand breaks the bad news about money diplomatically by saying, "He must be young enough to want less than a large starting salary."

How much less?

COPY CUB.

again for the six month period ending September, 1958

The Washington Post and Times Herald

has more home delivered circulation

in the City and Retail Trade Zone alone

than any other Washington paper

has total circulation everywhere.

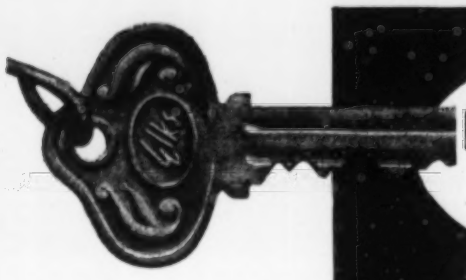
Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

Since CBS Radio announced PCP, U.S. advertisers have invested $4,136,000 in new and expanded schedules on the CBS Radio Network.

Program Consolidation Plan, effective January 5, is the first major forward step to assure network advertisers of larger national audiences. These greater values are created through uniform station clearances, news every hour on the hour and more effective sequencing of entertainment programs. Full details on request.

New multi-million dollar investment in CBS Radio Network from industry leaders like: Bristol-Myers Co., California Packing, Fram (Filter) Corporation, General Electric (Lamp Division), Lever Brothers, Lewis-Howe Co., Q-Tips Sales Corp., Standard Packaging Corp., Stewart-Warner Corp. (Alemite Division), and many others.

Greatest sales period of any radio network in years.



your key to a

LEADING BUSINESSMEN'S MARKET

In the latest Starch Consumer Magazine Report, *34.2% of the heads of Elks households are business owners or officials.* Only 1 publication leads The ELKS Magazine in this classification.

Elks high median income of $6,798 is exceeded by just 6 of the 55 magazines reported. In ownership of household possessions, Elks rank 1st in more Starch categories than any other men's magazine.

Advertise in The ELKS Magazine for a profitable sales appointment with a leading businessmen's market.

THE Elks MAGAZINE

More information? Write for your copy of our booklet, "The Elks Market"

NEW YORK 16 386 Fourth Avenue | CHICAGO 1 360 N. Michigan Avenue | LOS ANGELES 17 1709 W. 8th Street

A STATION WITH "BOTH FEET" IN THE DOOR!

WWTV—

SERVING THE

"Solid Gold Cadillac"

MARKET!

NCS No. 3 gives WWTV daytime weekly circulation in 86,090 homes, nighttime weekly in 106,130 homes in 36 Michigan counties.

WWTV, Cadillac, covers more area and *reaches more people* in Northern Lower Michigan than any other medium, including TV, radio and newspapers!

In fact, you'd have to use 13 newspapers and 16 radio stations to *approach* WWTV's coverage!

Popularity? Pulse rates WWTV "tops" in 152 of 168 quarter-hours surveyed!

Add WWTV to your WKZO-TV schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Getting Personal

A first-time father is **Larry C. Varvaro,** account exec at Richard K. Manoff Inc., New York. It's a girl, Donna Ellen, born Dec. 27 . . . A sixth-time father is **William S. Wade,** exec vp of Stanley Publishing Co., Chicago. Mary Dougherty on Dec. 12 joined brothers Bill Jr. and Patrick, and sisters Jammie, Tracey and Margaret . . .

Orient Nichols and **James McMillen Jr.,** account exec at BBDO in New York, have announced their engagement . . . Vivien DeVine Callahan and **Robert A. King,** in the ad department of *Modern Bride,* will be married in April . . . **Robert F. Carney,** board chairman of Foote, Cone & Belding, has been appointed chairman of the ad division of the Legal Aid Society's 1959 campaign . . . Representing the advertising profession on the panel of judges for *McCall's* annual awards to women in radio and tv are **Don Frost,** ad director of Bristol-Myers, and **Mrs. Marion Rowe,** western vp of American Women in Radio & Television . . . **A. M. Sullivan,** ad director for Dun & Bradstreet, New York, is the subject of a profile in the January *Catholic Digest.* Recently named Catholic Poet of the Year for 1958-59, he has 11 books of poetry to his credit, and has been five times president of the Poetry Society of America . . .

Irwin C. Cowper, sales vp for WTIC-TV, Hartford, the end of December observed his 25th anniversary with the Travelers Broadcasting Service Corp. . . **Rex Smith,** western ad manager of *Air Conditioning, Heating & Refrigeration News,* has been recuperating from a ruptured appendix . . . **Frances Corey,** ad vp of Macy's who is resigning to join Grey Advertising, has been awarded a special testimonial of esteem by the sales promotion division of the National Retail Merchants Assn. for her "guidance of Macy's 100th anniversary year" . . .

SOLD OUT—*Lester Rondell, art group supervisor at Grey Advertising, poses at the Petite Galerie amidst his second one-man show in New York. Opening night, he sold 20 out of 26 paintings, the buyers including Harry Belafonte, Sylvia Regan, Shelly Winters and Tony Franciosa.*

Polly Smith, daughter of **Frank Smith,** vp of Benton & Bowles, New York, will be married in June to Peter McLaughlin, a student at MIT . . . Christmastime brought **George O. Ludcke Jr.,** vp in charge of Reach, McClinton's Minneapolis office, an invitation to become a member of that city's Mayor's Commission of Human Relations . . . **George C. Kindred** has retired as head of Kindred, MacLean Co., Long Island, a division of Progress Lithographing, which he founded 30 years ago. He's also one of the founders of the Point-of-Purchase Advertising Institute. Mr. and Mrs. Kindred left mid-January on a trip around the world . . .

Sherlee Barish, special sales representative for Offical Films, New York, will wed **Jack Weingarten,** general manager of Budisco Record Sales, Jacksonville, on Feb. 1 . . . One of the three youngsters named "Kid of the Year" in Time Inc.'s annual competition was Anne Williams, six-year-old daughter of *Life* advertising's **Cole Williams.** Honorable mentions went to the offspring of *Time* ad promotion's **Sy Robinson;** *Sports Illustrated* advertising's **Tom Johnson;** *Architectural Forum* advertising's **Bunny Wagner . . .** *Life* ad sales rep, **Jim Van Buren;** *Life* ad promotion's **Ed Burke;** *Time* ad eastern manager **Robert Brinker;** *SI* ad promotion manager **Bill Scherman;** *Time* ad promotion's **Bob Fearon** and *SI's* Philadelphia ad sales rep, **Bob Tyson . . . Joan Sinclaire,** production supervisor of the N.Y. Seven Arts TV Center, starts her next radio-tv workshop in January. Guest speakers will be **John P. Atherton,** Kastor, Hilton, Chesley, Clifford & Atherton; **Jay Kacin,** Compton; **Steve Kaplan,** BBDO; **Helene Botherner,** B&B; **Jim Gaylord,** Carl Byoir Associates; **Robert Masson,** NBC; **Lou Forence,** Lennen & Newell; and **Paul Belanger,** Belanger Films . . .

George J. Abrams, ad vp at Revlon, has been named a trustee of the East Orange, N.J., General Hospital. He also was entertainment chairman of the hospital's recent "Ball of the Oranges," one of New Jersey's largest charity events . . . **George W. Armstrong,** Storz exec vp and WHB manager, has been elected a vp of the Electric Assn. of Kansas City . . . **H Quenton Cox,** owner of KQFM, Portland, has been appointed director of the Oregon Centennial Exposition, which will run through most of '59 . . .

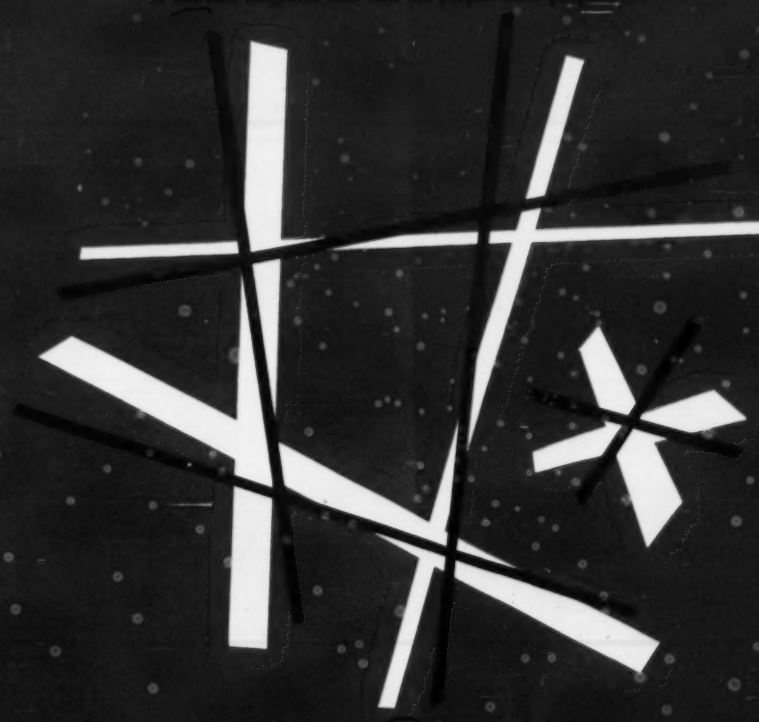
Prudence Wise of Philadelphia and Arthur H. Kudner Jr., son of the late founder of the Kudner Agency, were married in December with Princess Grace of Monaco as matron of honor . . .

Bob Steinhilber, salesman with WIP, Philadelphia, found himself doubling as news reporter during his New Year's holiday in Havana. At 1 a.m. on New Year's Day he called his station with the news that President Batista had left the city. After that, he phoned in three reports a day . . . **Steve Wilhelm** of Houston is author of "The Cavalcade of Hooves & Horns," a history of the cattle industry, just published by the Naylor Co. Now an advertising consultant in Houston, Mr. Wilhelm was vp of the southwestern office of Foote, Cone & Belding for eight years . . .

Initiates

New Yorker readers make things happen. Of the 761 men listed as President or Chairman of the Board, or both, of the 500 largest U. S. Industrial Corporations, 242 (31.8%) are New Yorker* subscribers.

*A patient magazine that tells the people other people follow.



THE NEW YORKER

New York, Chicago, San Francisco, Los Angeles, Atlanta, London

Suffering from N. I. D? . . . . . .

If your creative talents are bogged down with a bad case of **NEW IDEA DEFICIENCY** . . . . .

then it's time to inject a transfusion of excitement with a new, proven method of stimulating sales. Whether you are trying to reach millions of consumers for a new product, a new service or to bolster the sales of an established product, a **CONSUMER CONTEST** will do it quicker . . . do it thoroughly.

We have been contest consultants for the past 11 years. During that time, we've arranged for over $10,000,000 in prizes to help build sales. Running a contest that really sends sales soaring calls for an idea and a prize structure that will capture the imagination of the public, and the skill and enthusiastic drive to carry the idea through to its successful conclusion.

The S. Jay Reiner Company, Inc.

We can do this for you, as we have done it for many of the country's top-ranking (and smaller) business firms. May we sit down with you and your client to explore this vast field of opportunity? **Write, wire or call:**

155 Mineola Boulevard, Mineola, L.I., N.Y.
TELEPHONE: Pioneer 7-5300

Eleven Years in Business • Eleven Years of Dependability

Business Paper Salesman Should Help Promotion Man, Not Supplant Him: Weir

NEW YORK, Jan. 13—The business paper promotion man's job "is to establish effective communication with users of advertising space," Walter Weir, exec vp of Donahue & Coe, told a meeting of McGraw-Hill Publishing Co. promotion managers last week.

"The job of promoting a business publication," Mr. Weir said, "is no different from the same job on any of the big mass circulation papers. A dull piece of promotion is still dull," he said, "whether it comes from *Life*, *Meat Merchandising* or *Casket & Sunnyside*. And if it's good, it will work as well for *Nucleonics* as it will for *Better Homes & Gardens*.

"If you are going to compete successfully for dollars and attention," Mr. Weir said, "you are going to need all the understanding and support you can get. Unfortunately, in the publication field, which is a field of ideas, everyone likes to get in on the act.

"I think a salesman is only doing his duty when he acquaints you with some of the resistances he meets with on his calls, when he tries to make clear to you the particular image of the publication that exists in the minds of prospects, so that you can cope, through your promotion, with specific psychological problems.

"But he not only goes above and beyond the call of duty, he begins to spoil the creative broth, when he puts on your particular chef's hat and tries to cook with gas along with you."

■ Mr. Weir, who described himself as "a solid believer in consistency in advertising," lamented the fact that themes in publication advertising are constantly changing. He said the most successful media promotions have been consistent. He cited "Never underestimate the power of a woman," "Gets to the heart of America," "What happens when *Life* hits such and such a place," and "Togetherness" as examples.

"Suppose your editor changed the nature of the contents of the publication he edits every month," Mr. Weir said. "Suppose your sales manager sent a different salesman to call on your prospects every time a visit was indicated. Suppose your publisher insisted on putting a different name on the masthead of your magazine every time it was published. How successful a business do you think you could build in such a fashion?"

A good promotion manager, Mr. Weir said, "should devise a solid and effective theme and stick with it. If you suggested to any member of your sales force that he put on a disguise so that people he visited last month wouldn't recognize him as the same person this month," he said, "he'd write somebody a confidential memo about you.

■ "Yet how many times do these characters urge you, or order you, to do an about-face in your promotion?

"You may say to me, 'What can I do about it? Who am I to resist?'

"And I say to you," Mr. Weir said, "if you know what you are doing, and believe in it, you can—and must—resist outside interference." #

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

'Creative Thinking' Covers Brainstorming Techniques

"Creative Thinking," by Charles S. Whiting, has been published by Reinhold Publishing Corp., New York. The author, a member of the consulting services division of Market Planning Corp., an affiliate of McCann-Erickson, describes operational techniques of creative thinking. These include group discussion methods such as brainstorming and analytical or mechanical techniques. The book also contains descriptions of the General Electric creative engineering program, the McCann-Erickson Marketing Communications Workshop and the creative training programs of A.C. spark plug division of General Motors Corp. and the Gary works of U.S. Steel Corp.

Price of the 168-page book is $3.95.

McCarty Co. Opens in Tacoma

McCarty Co. of Washington, Seattle, has opened a branch office in the Rust Bldg., Tacoma. Ted Baker, formerly with Condon Co., G. W. Gardner Advertising and Washington Steel Products, will head McCarty's Tacoma office. Tacoma clients of McCarty include Washington Steel Products, Loxide Structures, Western Plastics Corp. and Bearing Sales & Service.

SUCCESS IS A JOURNEY ...NOT A DESTINATION

TOP 15 MAGAZINES IN ADVERTISING REVENUE

RANK	1946	1948	1950	1952	1954	1956	1958
1	LIFE	LIFE	LIFE	LIFE	LIFE	LIFE	LIFE
2	POST	POST	POST	POST	POST	POST	POST
3	COLLIER'S	LADIES' HOME JOURNAL	TIME	TIME	TIME	TIME	LOOK $43,094,484
4	LADIES' HOME JOURNAL	TIME	LADIES' HOME JOURNAL	BETTER HOMES & GARDENS	LOOK $26,675,479	LOOK $34,350,878	TIME
5	TIME	COLLIER'S	BETTER HOMES & GARDENS	LOOK $20,910,987	BETTER HOMES & GARDENS	BETTER HOMES & GARDENS	LADIES' HOME JOURNAL
6	GOOD HOUSEKEEPING	BETTER HOMES & GARDENS	LOOK $17,765,110	LADIES' HOME JOURNAL	LADIES' HOME JOURNAL	LADIES' HOME JOURNAL	BETTER HOMES & GARDENS
7	McCALL'S	GOOD HOUSEKEEPING	COLLIER'S	COLLIER'S	COLLIER'S	NEWSWEEK	READER'S DIGEST
8	VOGUE	LOOK $11,889,769	GOOD HOUSEKEEPING	GOOD HOUSEKEEPING	NEWSWEEK	GOOD HOUSEKEEPING	GOOD HOUSEKEEPING
9	WOMAN'S HOME COMPANION	McCALL'S	WOMAN'S HOME COMPANION	NEWSWEEK	GOOD HOUSEKEEPING	BUSINESS WEEK	NEWSWEEK
10	NEWSWEEK	WOMAN'S HOME COMPANION	NEWSWEEK	McCALL'S	BUSINESS WEEK	McCALL'S	McCALL'S
11	BETTER HOMES & GARDENS	NEWSWEEK	McCALL'S	BUSINESS WEEK	McCALL'S	COLLIER'S	BUSINESS WEEK
12	HARPER'S BAZAAR	COUNTRY GENTLEMAN	COUNTRY GENTLEMAN	WOMAN'S HOME COMPANION	FAMILY CIRCLE	U. S. NEWS & WORLD REPORT	NEW YORKER
13	LOOK $6,428,872	FARM JOURNAL	FARM JOURNAL	WOMAN'S DAY	U. S. NEWS & WORLD REPORT	NEW YORKER	U. S. NEWS & WORLD REPORT
14	COSMOPOLITAN	VOGUE	BUSINESS WEEK	FAMILY CIRCLE	NEW YORKER	FARM JOURNAL—COUNTRY GENTLEMAN	FARM JOURNAL
15	ESQUIRE	BUSINESS WEEK	WOMAN'S DAY	FARM JOURNAL	WOMAN'S HOME COMPANION	READER'S DIGEST	EVERYWOMAN'S FAMILY CIRCLE

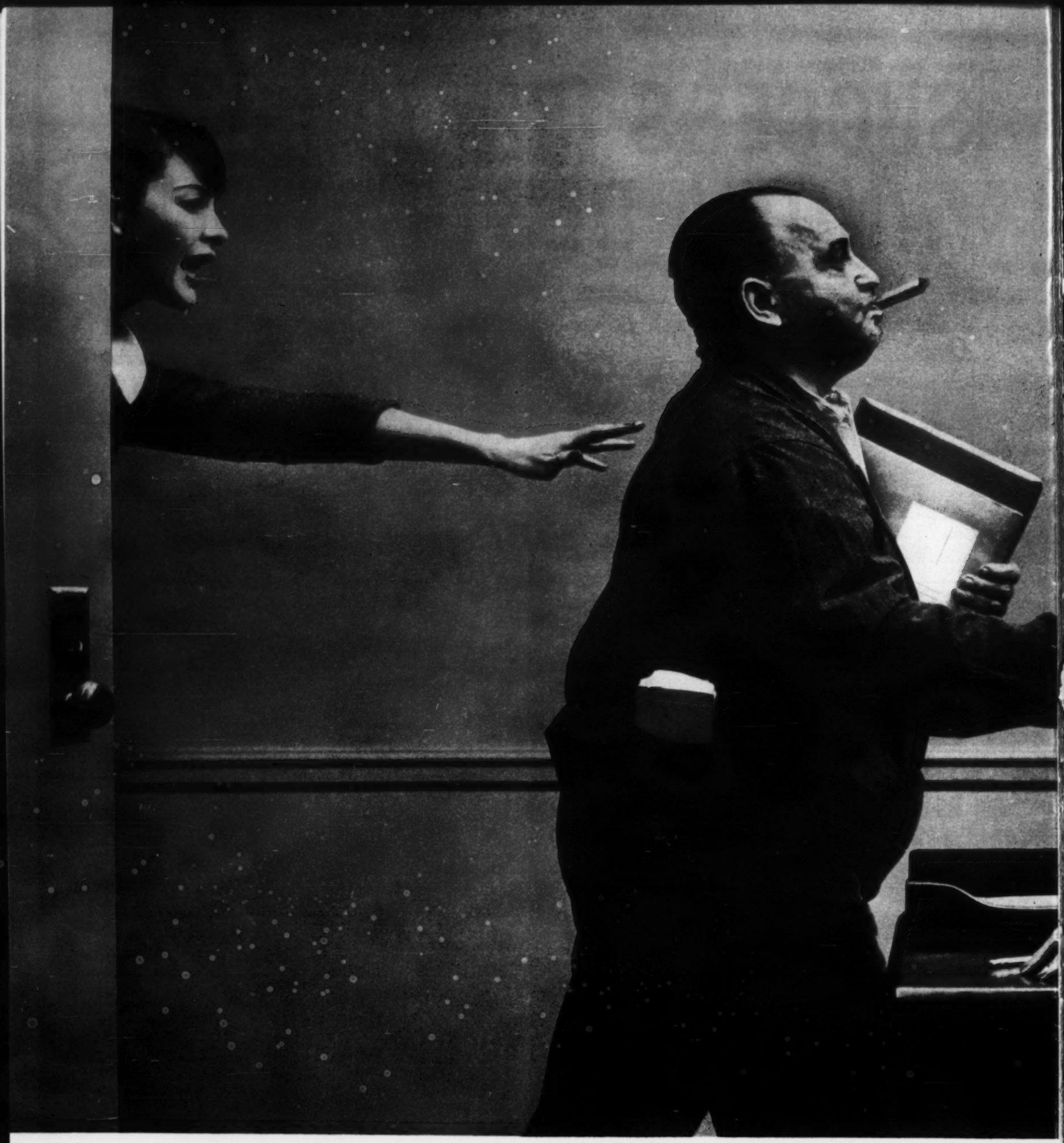
Source: Publishers' Information Bureau

In 1958, LOOK climbed to 3rd place in advertising revenue among all magazines in America. This significant step forward climaxes a steady advance that has carried LOOK from 13th to 3rd position in the scant dozen years since World War II. LOOK's 12-year revenue growth rate exceeds 570%—by far the biggest of any major national publication.

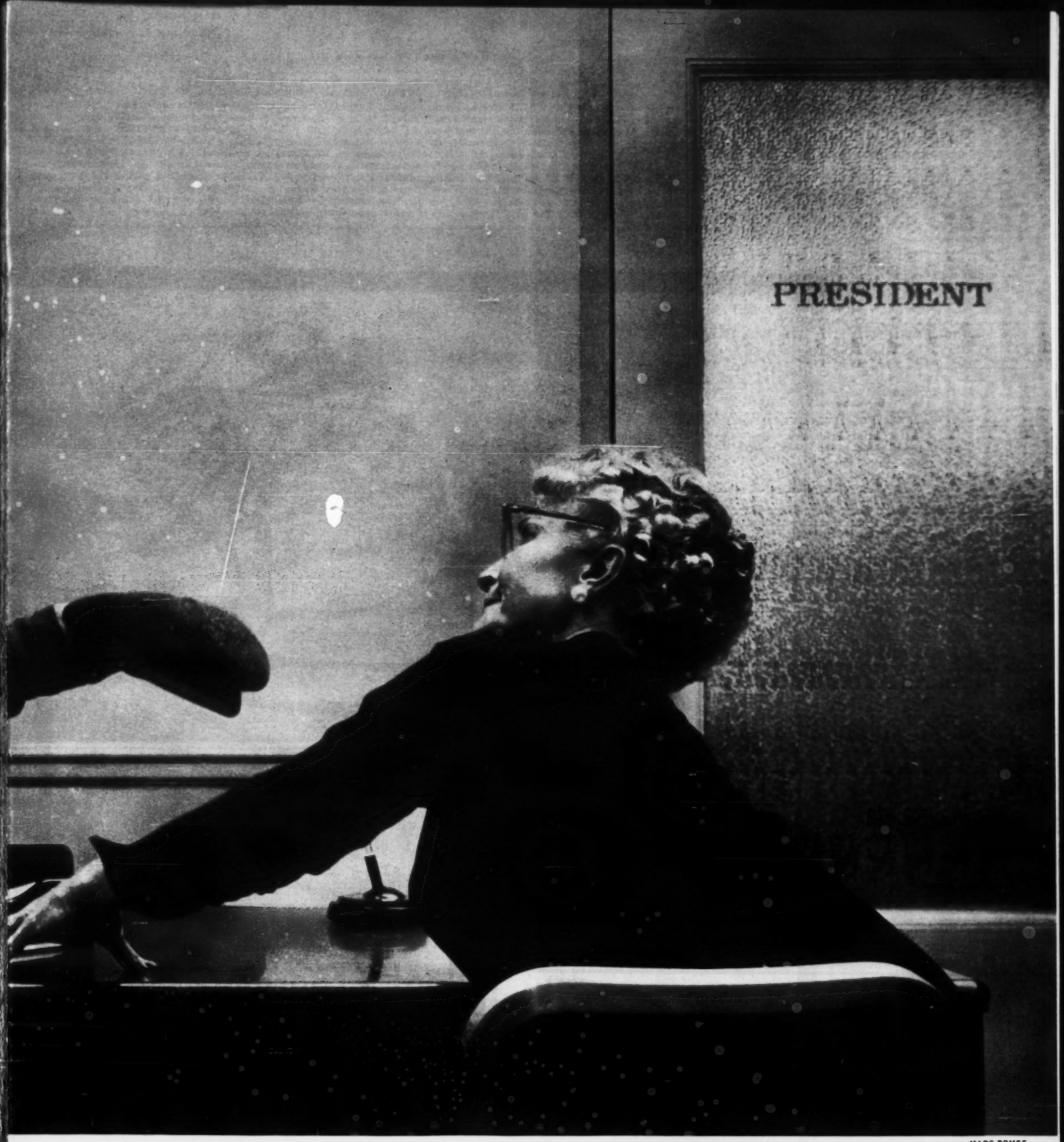
In circulation, too, LOOK has outgained all other magazines. Last year, despite substantial increases in both newsstand and subscription prices, LOOK *average* circulation hit a new all-time peak of more than 5,600,000—up 144% in the postwar period.

LOOK's continuing, unparalleled vitality stems from its editorial accent on the exciting story of people. In LOOK, everyone —men *and* women *and* teenagers—finds the human element that captures his interest, heightens his response, involves him personally. It's this powerful appeal to *all* members of the family that explains the trend to LOOK by advertisers, for it's the American family that determines the success of the products and services of American industry.

AMERICA'S FAMILY MAGAZINE **LOOK**—*the exciting story of people*

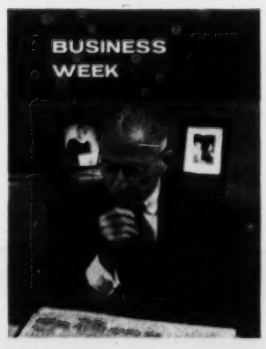


IT PAYS TO CALL IN A BUSINESS SUIT
WHEN YOU CALL ON A BUSINESSMAN



MARC BOMSE

Getting your message right on the executive's desk is not so tough a problem if you put your advertising in a business suit. Reading *some* magazines on the job is soldiering on company time . . . but have you noticed how often Business Week is right in there *at work* in business? Why is this? Because no other general-business or news magazine carries so much business information – including the advertised kind – as Business Week. *A McGraw-Hill Magazine.*



YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

Use of Language Sounds Can Improve Writing, Robson Says

NEW YORK, Jan. 13—"Most writers will agree that rhythm in writing is important for fashioning style, for the articulation of thought and feeling, and for general freedom of expression. But most writers fail to realize that the rhythms of their words depend on shifts in the time durations of conversational speech."

This is one of the observations of Ernest M. Robson in "The Orchestra of the Language," a book to be published this month (Thomas Yoseloff, New York, $5.50).

Mr. Robson argues that the understanding of sound, phonetic and speech patterns can make all writing—for visual as well as aural media—more effective. He says, "The patterns of speech may organize tone to make writing sing. They can use timbre to make statements decisive. They can feature time and power values to make the writer's ideas and thoughts rhythmic and clear."

He notes the influence of throat pitch—if one whispers June, John, Jan, Jean, his voice will rise steadily. He charts the "striking power" of words, and their tonal rise and fall.

■ The book is not for the casual reader. Mr. Robson studs his prose and charts with sentences like, "The maximum number of possible dynamic patterns for a ten-syllable sentence with three levels of discernible striking power is 2,187." Or, "The deviations of the average reader-listener's judgment of loudness make this figure a rough estimate of the outside case of pattern possibility of a dynamic basis."

The book ought to be interesting to advertising men who like to analyze language, and some of Mr. Robson's comments are unusual. Speaking of the long sentence, rich in sound, he says, "And that is why some masters of the sounds of language, such as James Joyce, Proust, Thomas Wolfe and occasionally Shakespeare, disregard the attention spans of the audience, and are difficult to read."

Mr. Robson is described as a graduate of Amherst and Pratt Institute's chemical school. He was a Red Cross combat field director with the second Marine division during the war and has been a trapper, longshoreman and chemist. He was also a copywriter handling promotion in the paint (Standard Varnish) and chemicals (Commercial Products' detergent division) industries. #

Jane Nuttall to Wyman Co.

Jane Nuttall, previously with the San Francisco office of Heintz & Co., has been named an account executive of Wyman Co., San Francisco, working with the account group serving Koret of California.

Salzman Joins Shaller-Rubin

Lorna Salzman, who recently returned from two years of freelancing in Italy, has joined the copy department of Shaller-Rubin Co., New York.

'Techniques of Population Analysis' Published

"Techniques of Population Analysis," by George W. Barclay, has been published by John Wiley & Sons, New York. The book explains the methods of analyzing population data, emphasizing their purposes as well as steps of computation. Examples of methods and calculations are furnished in 44 tables and seven charts.

Mr. Barclay is a visiting fellow, office of population research, Princeton University. Price of the 312-page book is $4.75.

Kellogg Repeats Dahlia Offer

Kellogg Co., Battle Creek, Mich., is repeating its premium offer of two dahlia bulbs for 50¢ and one box top from a 40% Bran Flakes package. The premium also offers a refund if the dahlias fail to grow to at least 8" in diameter during the first year. Advertising will consist of commercials on "Art Linkletter's House Party" (CBS-TV). Leo Burnett Co., Chicago, is the agency.

Lupton Adds Sylvania-Corning

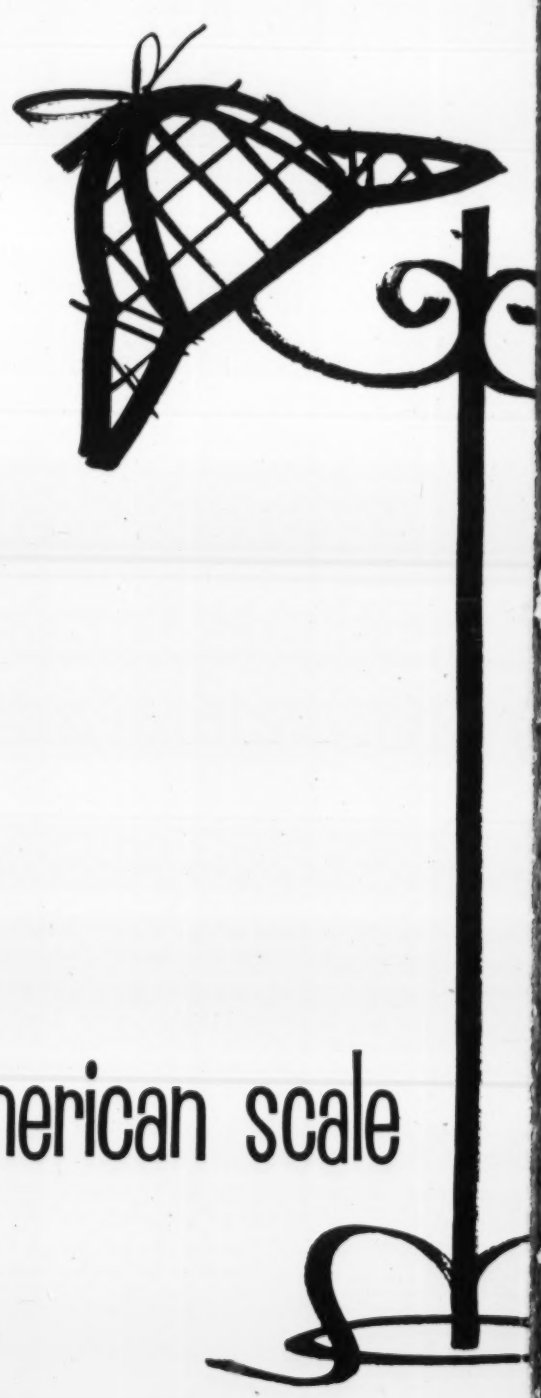
John Mather Lupton Co., New York, has been appointed to handle advertising and public relations of Sylvania-Corning Nuclear Corp., Bayside, L.I., designer and manufacturer of fuel elements for atomic power reactors. Sylvania-Corning was formed in 1957 as a joint venture by Sylvania Electric Products and Corning Glass Works to combine their activities in the nuclear energy field.

NBC Promotes Stabile

James A. Stabile has taken over full responsibility for talent and program contract administration at National Broadcasting Co., New York. Mr. Stabile, who had been director of the department, has assumed the duties formerly handled by James E. Denning, vp, who resigned to develop some projects of his own.

FREE
DETAILED INFORMATION
ON MERCHANDISING
AVAILABLE FOR GROCERY
OR DRUG PRODUCTS IN
NY NEGRO MKT.
Station WWRL
Woodside 77,
New York City

LPE
is
English
for
Agency
Service
on
the fullest American scale



L P E
THE LONDON PRESS
(Headquarters of the LPE Organization) 110 ST

Peerless Camera Sales Zoomed in Strike, Says Agency; Now Ads Push 'Sacrifice'

NEW YORK, Jan. 13—The New York newspaper strike was a blessing in disguise for Peerless Camera Stores—or was it?

According to Kameny Associates, agency for Peerless, the improvised promotional campaign arranged for the store during the strike "not only offset the slump created by the strike, but netted Peerless the biggest Christmas sales volume in its 25-year history."

The store had a Christmas newspaper budget of nearly $50,000, Kameny explains, and was thrown into a tizzy when the strike hit Dec. 11. An emergency plans board meeting saved the day, when the use of window posters on subway trains was suggested by an unnamed savant, according to Kameny's account of the events.

Kameny, the tale continues, "instantly grasped its tremendous potential and, after a series of urgent and immediate negotiations with the New York transit authority, the unprecedented campaign was launched."

■ The posters—blowups of the previously scheduled newspaper ads, were affixed to four windows in each car of 6,600 subway trains—and *Voila!*

"On the first day the posters appeared, hundreds of shoppers crowded the Peerless store, requesting specific merchandise mentioned in the posters—often items that seemingly were hidden in the ad in ten-point type. The effect of the campaign was particularly striking, since it followed an almost frightening business lull," it says in the Kameny release.

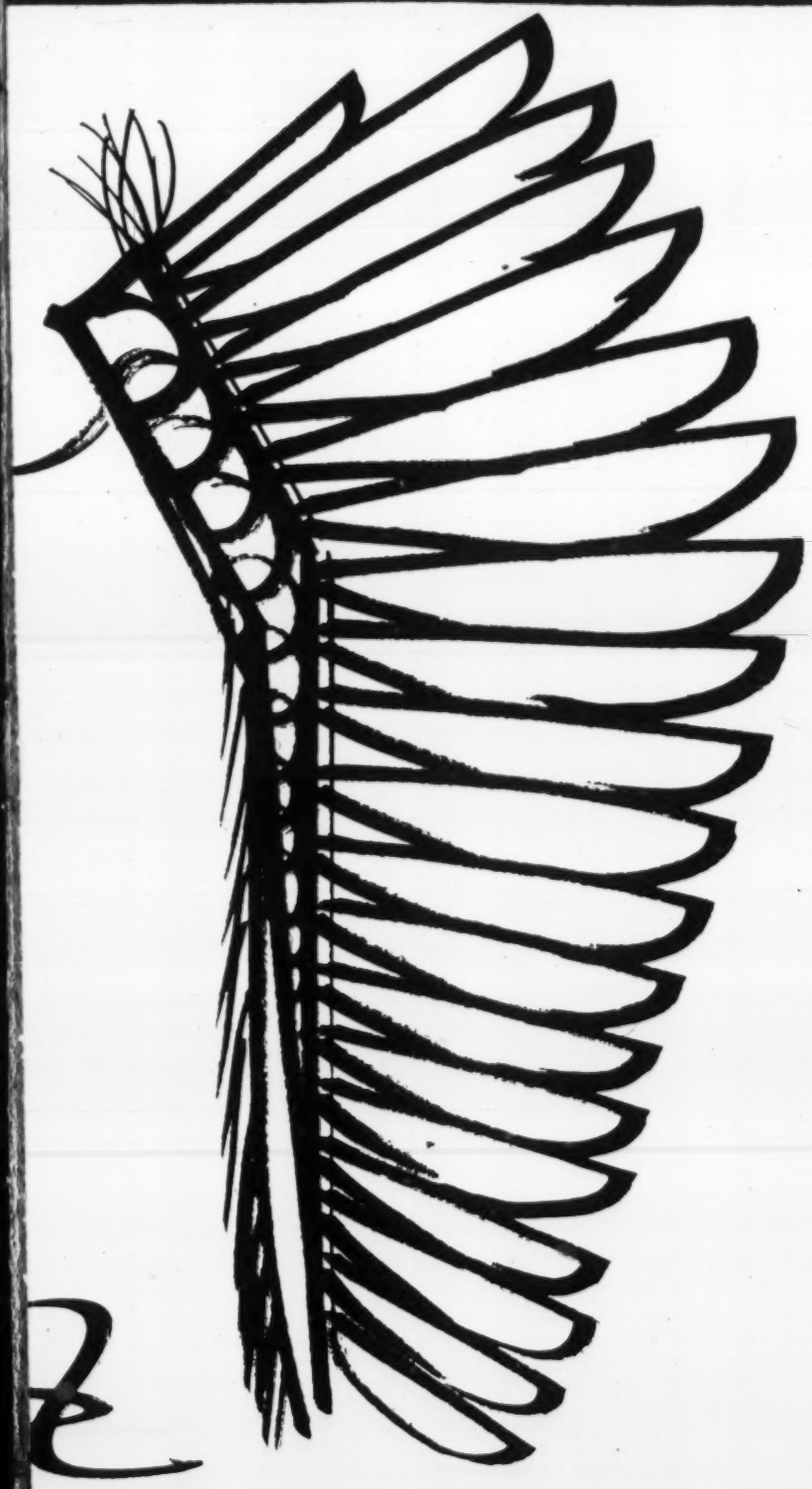
In fact, the agency continues, "the sales volume for Dec. 22 topped any single day since Peerless opened its doors for business, with the two successive days each shattering the precedent set the day before. What could have been a financial disaster was turned into a record-setting sales boom!"

■ Thus ends the Kameny release. But there's a postscript:

Peerless camera last week was running newspaper page ads headlined, "Peerless emergency clearance. N. Y. newspaper strike forces sacrifice of thousands of brand new and used famous name photographic gifts. Buy now at emergency prices." #

Donahoe Joins Don Colvin

Edward J. Donahoe has joined the creative staff of Don Colvin & Co., Chicago. He formerly was with Universal Oil Products Co., where he had responsibility for handling the company's advertising.



The LPE – the London Press Exchange Ltd, and all its associated and subsidiary companies working in advertising, marketing and public relations – is not well known in the United States.
So reported Mark Abrams, chief of our Research Division, when he came back to London after guest-speaking at the IAA's 10th Convention in New York.
In this space, therefore, we present some facts about us.

The LPE started giving its clients what is now thought of as American-scale service in the early 1920's.

The LPE Organization is today, and has been for 30 years, one of the two largest advertising concerns outside the USA.

The LPE's well-proven structure of a Headquarters and subsidiary specialist companies – seven, as of this moment – is unique in advertising.

The LPE has proved to several large American businesses that it knows how to integrate the American way of thinking with the British way of life.

If you are uncertain about the wisdom of working through an American agency in Britain, come yourself or send your London representative to take a look at us. If you can't do either, please ask us to mail you some printed information about ourselves.

EXCHANGE LIMITED
MARTIN'S LANE, LONDON WC2, ENGLAND

YOUR TOWN— IN YOUR HANDS

This will be the theme of the April issue of THE ROTARIAN

From cover to cover the feature articles will deal with community improvement. They are designed to stimulate and motivate the readers to civic action that will make their town a better place in which to live.

The Rotarian's 354,620 subscribers have a special interest in this issue and are looking forward to reading it. Currently, 53% of these subscribers are serving on various community or civic governing bodies. They also serve on many school, church, park, and hospital boards.

It will pay you to meet this audience face to face through an advertisement in this community-action issue. Your sales message will be complemented by the editorial theme of "YOUR TOWN — IN YOUR HANDS."

Make reservations now — advertising forms close February 18th

ABC BOOSTED PAID CIRCULATION

The Rotarian
AN INTERNATIONAL PUBLICATION
1600 RIDGE AVE., EVANSTON, ILLINOIS

SIMPSON-REILLY, LTD.
Publishers Representatives
LOS ANGELES · HALLIBURTON BLDG.
SAN FRANCISCO · CENTRAL TOWER

Augstein Names Goldstein

Herbert J. Goldstein, formerly sales promotion and advertising manager of the Columbia phonograph division of Columbia Records, has been named ad manager of S. Augstein & Co., New York, maker of women's and children's apparel and foundation garments.

Pierson Opens PR Shop

Lillian R. Pierson has resigned as vp of Allied Public Relations to start her own pr company at 527 Lexington Ave., New York.

John Downey Joins CBS

John O. Downey, formerly program director of WHCT, Hartford, Conn., has joined the program department of the CBS Television stations division in New York.

Morton Simon Moves Office

Morton J. Simon, author of "The Law of Advertising," has moved his law offices to 1701 Delancey Pl., Philadelphia.

ONE OF A SERIES

HOW BIDDLE ADVERTISING'S MERGER WITH WINTER AGENCY HAS WORKED OUT

of possible interest to owners of advertising agencies who might consider selling to or merging with another agency

Mutual friends brought together Mr. Nary Winter and the management of our agency. Nary had been operating a sound and successful agency in Des Moines for 30 years. He had had some health warnings and was desirous of retiring gradually. We wanted to open a Des Moines office and needed staff, equipment, and office space as well as additional volume.

First we took the time to become thoroughly acquainted with each other. Then on the basis of mutual liking and respect we started our negotiations. Financial and operating statements were exchanged. Nary's first concern—his staff—was handled easily. All of his people came with us except one girl about to become a mother.

The Winter Agency was well audited, the accounts (clients) solid and they were national or sectional—i.e., not retail accounts. Permission to merge was sought from each of them. No difficulties were encountered then, nor since.

Mr. Winter became a Senior Vice President of our agency. His very capable right-hand man became our Des Moines manager and, after a short time, a stockholder in the company. We took over the lease and equipment.

Mr. Winter serves in a consultant capacity on an annual retainer basis. His duties are to be reduced gradually over a short period of time, then they cease. He does not come to the office daily and his office hours are not measured. Pressure and Tension, the shadows hanging over advertising executives in their middle years, have been removed from his life and the causes of them spread around over a larger organization. Nary's long experience has proved invaluable to the younger men in our combined organization. Of great importance to him personally was the fact that he did not find himself abruptly footloose but could continue his interest in advertising as he desired.

Since our merger a year ago the combined staffs have increased volume in Des Moines over 50%. We are getting along very well with each other. It has proved to be a happy arrangement.

Details of agency mergers or the selling of agencies vary considerably, because the situations, ownership, tax problems, etc. differ greatly. But there are some fairly simple formulas for arriving at values that can be surprisingly generous when people of good repute are getting together. Some agency owners might want to look forward to a longer working period, some would not want to work at all. Still other agencies are owned by men who lack time or expansion capital who would like to join forces with a bigger agency.

If you are the responsible executive of a midwest agency and interested in discussing the sale or merger of your company we will be glad to meet with you wherever you desire. Should you desire to preserve your anonymity in the early phases you can have your attorney contact us. In any case we will treat your inquiry in complete confidence.

Ask any publication about us. Consult D & B, McKittrick's, or Standard Agency Register. Volume $9,500,000. Established 1941. 110 staff members.

Please . . . We will expect to exchange account lists, and recent financial and operating statements early in our conversations. We cannot buy or otherwise combine with an agency whose real assets are exceeded greatly by its liabilities, or one without substantial national or regional accounts, and at least a framework of staff. We are not interested in agencies handling a preponderance of retail accounts. Middle West only.

THE BIDDLE COMPANY

Advertising and Sales Promotion

CHICAGO, ILLINOIS Phone: Financial 6-9340
BLOOMINGTON, ILLINOIS Phone: 7-6036
KANSAS CITY, MISSOURI Phone: Valentine 1-0851
DES MOINES, IOWA Phone: Cherry 4-9154

Everett or Roy Biddle and Lee Farris, Senior members of the board

Appliance, Radio-TV Sales Off 7.5% in '58: 'Electrical Merch'

NEW YORK, Jan. 13—Total sales in the electrical appliance-radio-tv industry were down 7.5% in 1958 under 1957, with volume shrinking from $8 billion to $7.4 billion, *Electrical Merchandising* reports in its annual statistical review.

Despite the decline last year, the report notes, 1958 had the fourth largest total in the industry's history.

Preliminary forecasts, the magazine says, indicate a complete recovery in 1959, with dollar volume matching the $8 billion of 1957.

Many major appliances in '58 had impressive unit sales, the report says. Refrigerators, for instance, sold 3,050,000 units, off only 9% from the previous year. Washing machines sold a total of 2,744,000 units, off only 2.5% from '57.

The new washer-dryer combinations, which were expected to increase their share of the market despite general industry declines, sold 164,000 units, for a loss of 8.5% from '57.

▪ Standard electric ranges sold 800,000 units for a decline of 14.9%.

Sales of television sets are estimated at 5,300,000 units, a decline of 17.2%.

Clothes dryers sold 1,211,000 units, down 6.4%. Room air conditioners sold 1,550,000 units, off only 2.3%.

There were isolated bright spots, even in the 1958 general decline, the report points out. Built-in electric ranges, with sales of 535,000 units at a retail value of $150,870,000, set a new record. Food waste disposers sold 620,000 units compared with 550,000 units in '57. Floor polishers with sales of 725,000 units in '58 compared with 595,000 units in '57, and power mowers with sales of 3,452,000 compared with 3,300,000 the previous year, both recorded alltime highs. In addition, freezers, with 1,100,000 unit sales, and dishwashers, with 400,000, both tied their previous records.

Among smaller appliances, only four recorded new highs in volume. These were bed coverings, with 2,410,000 units, compared with 2,200,000 in '57; knife sharpeners, with 335,000 units, compared with 245,000; fan-forced heaters, with 985,000 units, compared with 925,000; and wall and baseboard heaters with 670,000 units, compared with 635,000. #

McMahan Shows Venice Films

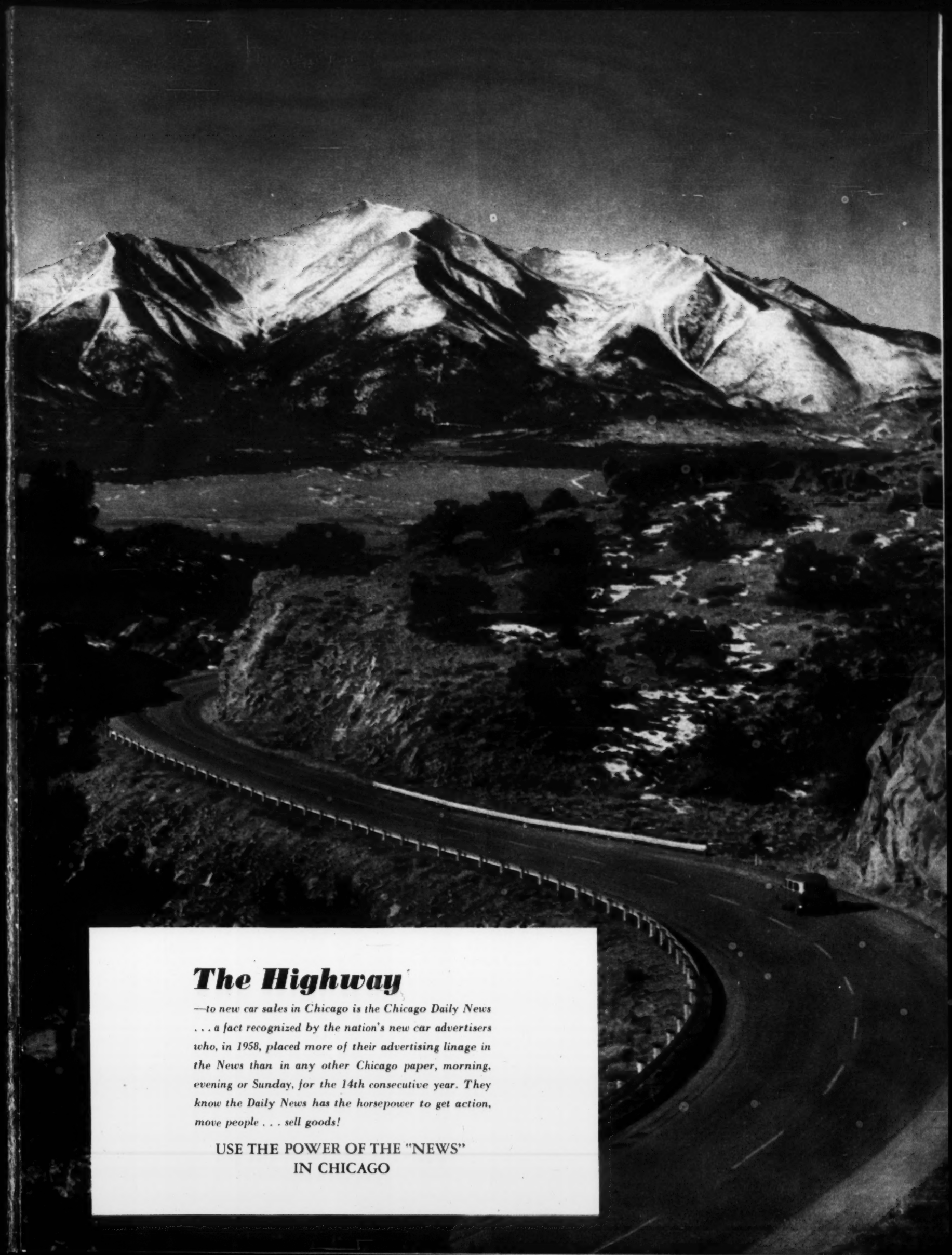
Harry McMahan, who was one of the American judges at the recent Venice Film Festival, and who has just resigned as vp in charge of television commercials at Leo Burnett Co. to become an independent producer, is showing film clips of outstanding European commercial production at the Academy of TV Arts & Sciences, New York, Jan. 27; Chicago Federated Advertising Club, Jan. 29; Four A's regional meeting, Detroit, Feb. 4, and New Orleans Chamber of Commerce Advertising Day, Feb. 12.

Meskill Joins Marschalk

John J. Meskill has joined the Marschalk & Pratt division of McCann-Erickson, New York, as an associate media director. He was media manager at Fletcher D. Richards for the past eight years.

Sherwood to Official Films

Alex Sherwood, formerly with ABC Films, has joined Official Films, tv film distributor, as southeastern representative. His headquarters will be in Atlanta.



The Highway

—to new car sales in Chicago is the Chicago Daily News . . . a fact recognized by the nation's new car advertisers who, in 1958, placed more of their advertising linage in the News than in any other Chicago paper, morning, evening or Sunday, for the 14th consecutive year. They know the Daily News has the horsepower to get action, move people . . . sell goods!

USE THE POWER OF THE "NEWS"
IN CHICAGO

Non-Foods Created 5% of Supermarket Sales in '57: SMI

(*Continued from Page* 2)
supermarkets. Health and beauty aids are carried by 98% of the stores. Housewares are handled by 87% of the stores; women's hosiery by 81%.

Other lines handled by more than half the stores include stationery, children's books, magazines, glassware, baby needs, toys, men's socks, pet supplies, phonograph records, hardware, garden supplies and children's socks. Five years ago, only two lines were carried by more than half the stores —health and beauty aids by 92% and housewares by 75%.

Mr. Kornblau also reported that non-foods are becoming departmentalized in many stores. Non-foods are a separate department in 27% of the supermarkets, he said, with at least one fulltime employe in charge. This is a 10% rise over a year ago.

■ Joseph Lorin, vp and account supervisor of Grey Advertising, New York, warned the group that "the time has arrived when dabbling with non-foods will prove disastrous. Competition will force you either into non-foods seriously or to forget it—competition not merely from other supermarkets, but from other types of outlets whose feeding grounds you are invading.

"When you delve deeper into non-foods you will inevitably clash with some pretty sharp, smart, powerful competitors," he said, "the Sears, the Penneys, the department stores, the variety stores and the chain drug stores and discount houses."

Mr. Lorin particularly singled out variety stores as tough competitors to food stores with non-food lines. "They are even experimenting with convenience food sections to make it unnecessary for some customers to go to your stores," he said.

■ "But if the variety stores are dabbling with foods, the big discount houses are moving right in with supermarkets. And make no mistake, they are using food items as loss leaders to get more traffic. If they do not open food markets themselves they subsidize food lessees.

"The tide is shifting," he said. "You, who started a revolution in distribution, are no longer the revolutionary rebels. You are now the vested interests, and new revolutionists are seeking to supplant you."

NON-FOOD SALES HIT $1.8 BILLION IN '58

CHICAGO, Jan. 13—Sales of non-food items in supermarkets reached $1.8 billion last year and should top the $2 billion mark during 1959, according to Robert W. Mueller, editor of *Progressive Grocer*.

Speaking at the annual convention of the American Rack Merchandisers Institute here, Mr. Mueller said slightly more than 5¢ of every dollar spent in supermarkets now goes for non-food items.

He said the following types of merchandise accounted for non-food sales last year: Health and beauty aids, $1.1 billion; housewares, $355,000,000; soft goods, $125,000,000; magazines, $95,000,000; toys, $50,000,000; phonograph records, $50,000,000, and stationery, $40,000,000. #

Morton Names Pierobon

Raymond L. Pierobon has been appointed merchandising manager of Morton Salt Co., Chicago, a new position. For the past five years, Mr. Pierobon has been with Needham, Louis & Brorby, Chicago, as an account executive on Morton.

NBC Names Capstaff, Danzig

Al Capstaff, executive producer on "Monitor" and "Nightline," will succeed Jerry A. Danzig as program chief at NBC Radio. Mr. Danzig has been named vp in charge of participating programs of NBC-TV

GE Ends Co-op for Dealers Using 'Unsound' Pricing

(*Continued from Page* 2)
eligible for reimbursement by the company.

■ "Retail dealers at all times," Mr. Sahloff said, "remain entirely free to sell and advertise General Electric products at any prices they may individually choose. If, however, they wish company reimbursement through their distributors for a portion of the cost of advertising, they must comply in all respects with the provisions of the new plan."

Representative prices are as follows: Steam spray iron (model F-61), suggested retail price $21.95, minimum advertised price $18.95; portable mixer (model M-37), suggested retail price $19.95, minimum advertised price $17.75; cord reel vacuum cleaner (model C-7), suggested retail price $79.95, minimum advertised price $69.50. Minimum advertised prices for GE electric clocks are the same as the suggested retail prices.

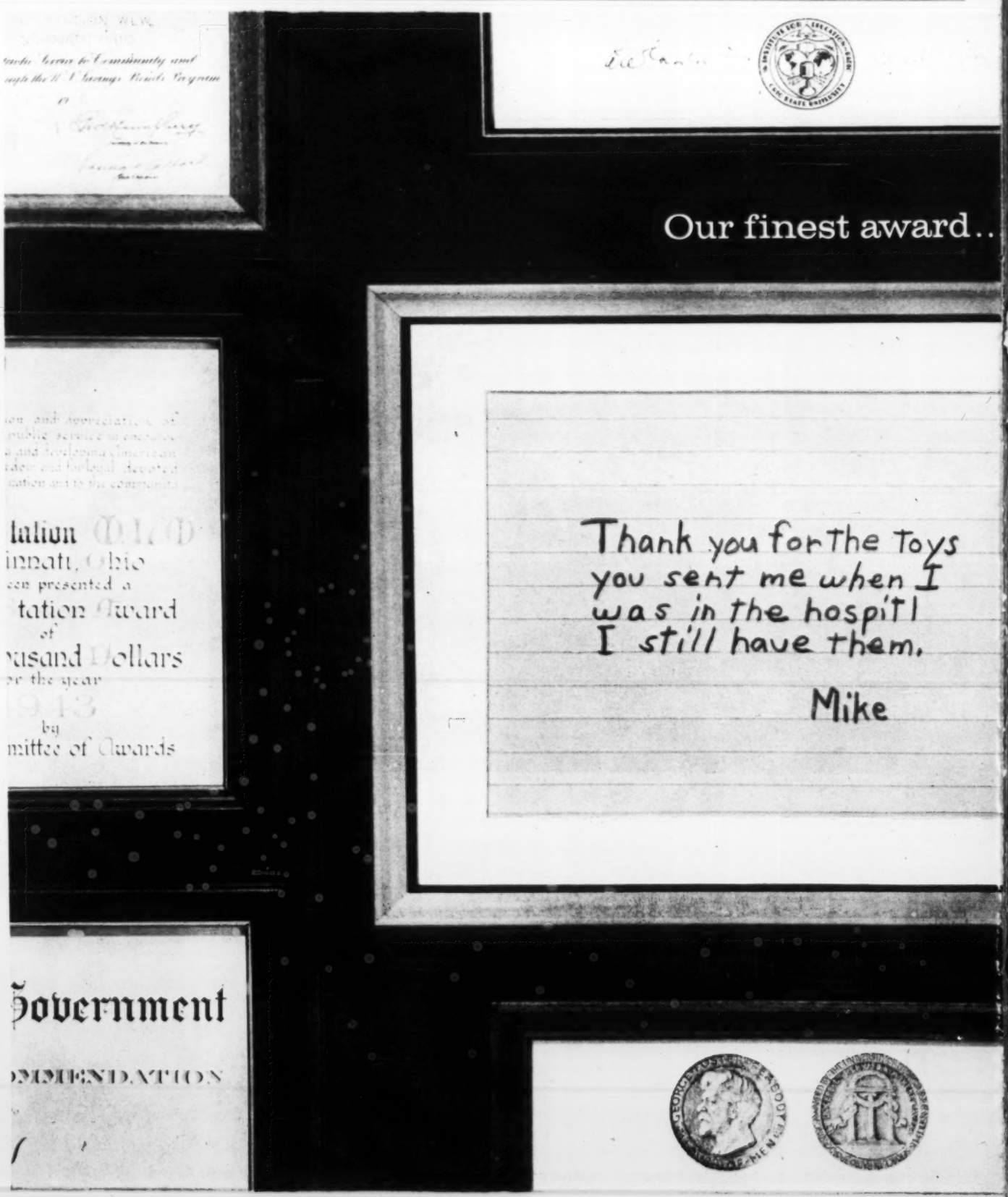
Under the new plan GE will pay for two-thirds of distributors' net costs in connection with any of the following expenses: Cooperative advertising (newspapers, radio and tv); point of sale helps; salesmen's incentives, and demonstrators (portable appliances only). In 1958, the company merely gave distributors 1.5% of their purchases for promotional and advertising activities.

■ The GE move follows a recent test program undertaken on the West Coast by Sunbeam Corp., Chicago, which established a floor of 15% below list prices for advertised prices of consigned products (AA, Jan. 5). Sunbeam reportedly made its move to try to prevent or cut down on bait prices used by some dealers in their advertising of the company's products. #

Bank of America Offers Coupon Redemption Service

The Bank of America, San Francisco, has inaugurated a new coupon redemption service in which the statewide bank acts as a retailers' agent for processing premium coupons. For a fee based on the number handled the bank will process coupons received from customers of retail grocers and will secure the redemption value from the issuing manufacturers. In addition, the bank usually will be able to credit the retailer's account immediately with the redemption value, or, if he prefers, will issue a check in that amount.

To submit coupons for redemption the retailer completes a special "deposit slip" and either mails or delivers the coupons to a service center of the bank which takes over sorting and processing.



FEWER

Why buy more than you need. If it's good repeat it . . . if it isn't . . . delete it. Screen Process can save you money.

Put Punch in Point-of-Purchase

Price Ads Boomerang—Consumers Doubt 'em, Romney Warns NARDA

(*Continued from Page 2*)
for more training in product service and salesmanship.

• Greater emphasis on value, coupled with a growing awareness that price alone will not always move goods.

• Inventories at all levels of distribution that are more in line with demand than they have been for a long time.

Mr. Lehman opined that these factors may well produce a 7% gain in appliance sales in 1959.

■ In his report to members, the president of NARDA, Joseph Fleischaker, of Will Sales Appliance Stores, Louisville, said there has been a healthy revitalization of dealer interest in their service operations in the past year. One manifestation of this, he said, was the popularity of NARDA's service management school, now in its second year.

A major current effort by NARDA, he reported, is the effort to establish an appliance warranty system that will "make more economic sense for dealers, distributors and manufacturers alike."

"Here, more than anywhere else, we have failed as an entire industry to do a satisfactory pr job," he said. "By freeing the consuming public of the misconception that it has a perfect right to unlimited service on appliances and tv—by training it to expect a reasonable amount of service need and service expense—we take perhaps the most important step toward changing the attitude among consumers that there is something wrong with either the merchandise, the service, or both."

■ A new headache that's arisen in the appliance field, he continued, is the "abuses that arise from the giving, accepting and promotion of" incentive vacations for dealers and salesmen. Too often, he said, the vacationers wind up spending too much of their own money on these junkets, and they find their own business has suffered from their absence.

■ On the subject of service, Fred Maytag II, president of Maytag Co., reaffirmed that his company "has no plans for making any change in the standard one-year warranty on parts and labor with an extended warranty on certain major components. The dealer who does not perform the service his customer expects may think he is saving some money," he continued, "but he's really losing a customer.

"I further believe," he asserted, "that there is a real danger to retailers if they look to the manufacturer progressively to take over functions which have traditionally been performed by the retailer. To the extent that this is done," he said, "the individual retailer gives up opportunities to excel in the competitive arena."

■ Some specific ad suggestions for dealers were given to the NARDA members by Erik Isgrig, advertising vp of Zenith Radio Corp.

The paramount necessity in good dealer advertising, he said, is dealer identification. The significance of the dealer logo is recognized by Zenith, he said, and Zenith regularly pays co-op ad rates on Zenith-made ad mats that have dealer logos substituted for Zenith logos.

He urged dealers to indulge in more "event" advertising; not the kind, he said, that makes a three-ring circus of a store but personalized enough to give consumers a special interest in coming into the store.

Perhaps most important, though, Mr. Isgrig said, is the dealers' advertising of their servicing. It's an important customer benefit, he asserted, and it should be sold as such.

As for media, he said the newspaper still offers appliance dealers their best means of reaching the consumer. Radio is very good, he said, if it can be used properly—with very heavy spot saturation. The same limitation applies to tv, he said; use saturation spot—unless you can afford to sponsor your own program.

■ President Fleischaker and Board Chairman Mort Farr, Upper Darby Pa., were both reelected to their posts, as were almost all other officers. Steve Feinstein, Boston, formerly a NARDA vp, was named a director, and R. V. Finch, Medford, Ore., formerly a director, was named vp. #

...is written in pencil

Of course we're proud of the silver and bronze plaques, the medals, the handsomely lettered scrolls that make up the more than 100 major awards won by Crosley Broadcasting Corporation.

But our finest award is written in a child's hand on lined paper. It simply says, "Thank you for the toys you sent me when I was in the hospitl. I still have them."

In our 36 years of broadcasting and over 10 years of telecasting, we have been privileged to make many contributions to the progress of the industry. Our public services, our showmanship and technical skills are widely known. But our finest achievement, acknowledged by a child, is keeping heart and humanity in broadcasting and telecasting.

Wherever there is a WLW—Indianapolis, Cincinnati, Columbus, Dayton, Atlanta—there is also the warm and friendly spirit of a station that puts service to the community above all other considerations.

WLW-I Television Indianapolis
WLW-D Television Dayton
WLW-C Television Columbus
THE CROSLEY GROUP
WLW-T Television Cincinnati
WLW-A Television Atlanta
WLW Radio

Crosley Broadcasting Corporation, a division of Avco Manufacturing Corporation

Ban on Phonebook Cover Ads Assailed in N.Y. High Court

(*Continued from Page 2*)
advertising sheet by the subscriber, the company handling the advertising could be enjoined should the phone company regulation be upheld by the court of appeals.

The appellate division last March upheld the regulations unanimously. An opinion of this court stated that the phone companies obtain revenue from phonebook advertising and that any possible loss of such revenue to the advertising company giving away the plastic covers could affect the ultimate income of the phone companies and in turn increase the phone rates charged subscribers.

■ The advertising company said that in several other states the use of the plastic covers and advertising sheets has caused no advertising loss to the phone companies. It was pointed out that business subscribers pay no extra charge for listing in the yellow pages except when they request the listing be printed in bold type; they are charged for display ads.

The court reserved decision on the appeal. #

MEET THE
MUNICIPAL MARKET

These mayors and city managers, 7,500 strong, from coast to coast, are heavy spenders in the municipal market. Your sales message in their quarterly magazine can help them make better investments of public funds. Give them your facts and figures!

This monthly textbook on law enforcement commands the respect and attention of more police chiefs and executives everywhere. Its focused issues can spotlight your products and services for this field and help you make volume sales. Five year success record. 11,325 audited circulation!

BPA NBP

MAYOR and MANAGER
LAW and ORDER
72 West 45th Street • New York 36, N.Y.

PERSONALS

Get sparkling sales results in the

DAVENPORT METROPOLITAN AREA!

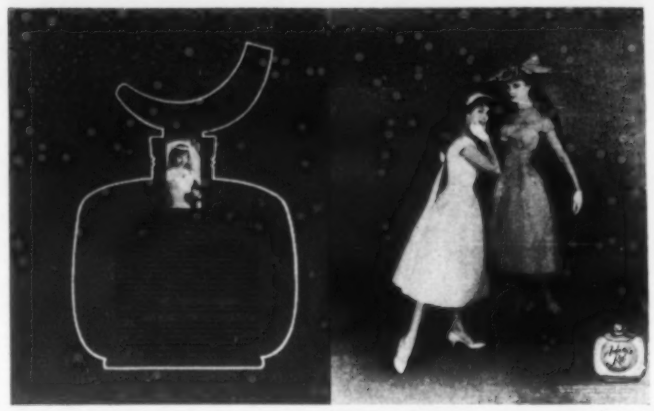
Use Davenport Newspapers to put your sales words in the mouths of 267,100 Quad-City people. Only Davenport Newspapers reach 100% of the consumers in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County, Ill.

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

FIRST EVERY DAY . . .

DAVENPORT MORNING EVENING SUNDAY NEWSPAPERS

Represented by Jann & Kelley Inc.



SCENT-IMENTAL—*This is the opening spread of a six-page ad running in the spring issue of Bride's Magazine, sponsored by Lentheric's Adam's Rib perfume, Allied Stores and bridal fashion manufacturers.*

Sex Isn't Only Perfume Appeal, Lentheric Feels

Advertiser Stresses Fashion Approach in '59 Magazine Campaign

NEW YORK, Jan. 13—Fashion will continue to triumph over sex in Lentheric fragrance advertising this spring.

The company is convinced that women react tongues-in-cheeks to the sex-appeal approach that has characterized much perfume advertising in the past. The fashion approach, however, puts fragrance advertising in a more realistic world, to which women can easily relate, the company believes.

In a study of the fragrance market, Lentheric has found that a woman's reasons for using perfume "unquestionably include sex appeal" but they also encompass "many other aspects of her life."

A woman's reasons for using perfume, the survey showed, were "(1) the psychological—to give her spirits a lift; (2) the emotional—to make her nice to be near and (3) the fashionable—to complement and accent the different demands of her wardrobe."

■ Lentheric started promoting its fragrances via fashion tie-ins last spring. It will continue the same strategy in two promotions this spring. One will combine Adam's Rib perfume and bridal fashions; the second will tie in the Red Lilac fragrance with blouses and jewelry.

The first promotion is based on a six-page, two-color ad in the spring issue of *Bride's Magazine*. An editorial-style ad, it combines Adam's Rib perfume with Allied Stores and five manufacturers of bridal fashions: Campus Bridals, Lester Gowns, Henri Mulle, Pandora and Kay Selig.

The first page is mostly text, contained in an outline drawing of the Adam's Rib bottle. The other pages picture one or two bridal fashions, with a bottle of Adam's Rib perfume, "the truly scentimental bridesmaids' gift."

■ Each page uses the theme, "Ever since Eve," which is the regular ad theme for the perfume. A listing of the Allied Stores is also included. Participating stores will feature perfume giveaways in their bridal departments.

The second ad will be a color spread in the March 1 *Vogue*, promoting Red Lilac fragrance, with Macshore Classic blouses and Laguna jewelry. The photographs show two models against a red lilac wallpaper, wearing white Macshore blouses, lilac-toned Laguna jewelry and lilac leotards.

Both ads are being handled by Lentheric's agency, Gordon Best & Co., Chicago, working with Chernow Advertising Agency, New York. #

Intaglio Vice President and National Sales Manager Richard T. Habel, seated, and New York Sales Manager Charles T. Cox

The same in Manhattan or Maine!

Gravure quality today is the same in Manhattan or Maine—and the printer of publications is no longer at the mercy of the map!

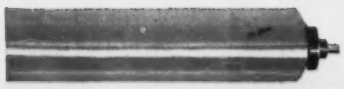
Intaglio, more than two decades ago, brought finest quality and uniformity to gravure processing . . . and it has since maintained and augmented standards.

The pioneer servicer for the largest magazines and newspaper supplements, Intaglio has built reputation and stature by devising new and better techniques . . . developed much of its own advanced equipment . . . leads in research. Intaglio holds the original charter membership in Gravure Research, Inc!

Our craftsmen work to the highest professional standards. They have the experience, skill, and patience to do the job right. With the costs of make-ready, paper, and space what they are, only the best processing is good enough!

In gravure production, Intaglio takes over all responsibilities and headaches. We start with your art, layout, and copy . . . make color separations and full value positives...and supply high fidelity proofs for the approval and guidance of the publication printer.

FIVE hundred skilled craftsmen in our four strategically located plants in New York, Chicago, Detroit and Cincinnati ...mean faster service and closer delivery. And we process top quality gravure packages, labels, cartons, and wrappings for the packaging trade. Our seven offices are at your service. Call Intaglio today!

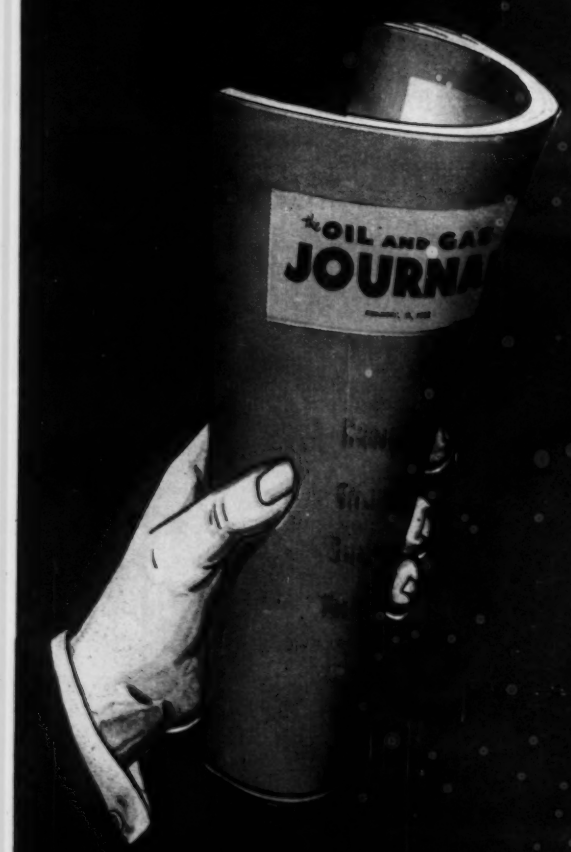


Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York, New York—731 Plymouth Court, Chicago—
1828 Lewis Tower Bldg., Philadelphia—Intaglio-Cadillac, Inc., 40 Hague Ave., Detroit—
369 Pine St., San Francisco—1932 Hyperion Ave., Los Angeles—2264 Bogen St., Cincinnati

"REWARDING IS THE WORD FOR IT..."



Oil men, we feel, have a right to expect... and demand...that their investment in reading time be **rewarding**. That's why so many of them **concentrate** their reading in the Journal, where they can be sure of never missing anything of **true importance** in their industry.

The Journal is **planned** to help readers avoid spending time they cannot afford. It is **designed** to help them invest time in their business publication as thoughtfully and as carefully as they invest their **money**... and for the same reason.

Here's how to find out—without cost—which oil magazine *your* own customers and prospects read, prefer, and find most useful. Write your own letter, ask your own questions about readership, mail to your own list of up to 500 customers and prospects, *tabulate* your own results... (and count not only publication preferences, but the big number of readers who read only the Journal—as high as 50% in some cases).

Then, *send us the bill*, along with a copy of the results, and *we will pay it*—win or lose!

We make this standing offer because we are confident that you will find, as have so many other advertisers, that you will be rewarded for concentrating your advertising where oil men concentrate their reading.

ABC ABP READERSHIP RESEARCH

211 SOUTH CHEYENNE
TULSA, OKLAHOMA

the OIL AND GAS JOURNAL

"REWARDING is the word for it..."

Field Sees 'News' Buy Strengthening Competition Among Chicago Dailies

(Continued from Page 2)

Field looked more like the typical old-time newspaper publisher than like the fourth generation representative of the huge fortune originally built by the famous Chicago retailer. In his shirt sleeves, wearing galluses, and with his desk piled high with papers, folders and accumulated layers of work, young Field could easily have played the part of any harried newspaper publisher of stage or screen—even to the extent of a first-name greeting for the staff photographer who arrived to take his picture. Only his cultured tones and his careful choice of words might have belied the conventional stereotype.

■ He spoke frankly about his purchase of the *News*, his hopes for the future, his love of Chicago.

"I have an unabashed love affair with this city," he said. "I assure you I'm not blind to its faults—there are a hell of a lot of things that need doing. But I think this could be the greatest city in the world, and I hope to play a part in making it so.

"I feel very strongly that far from reducing newspaper competition in Chicago, our purchase of the property will strengthen that competition. You might say that for the first time we're in a position of equal strength with the *Tribune*. Our combined resources give us a real opportunity to give them a run for their money—and I think maybe we'll all benefit from this."

■ Is he interested in acquiring broadcast properties?

"I'd love to own a strong am and tv station in Chicago—I'm not interested in any place else—but I don't see much opportunity to acquire one, do you? After all, there are only four stations here—each of the networks has one, and the *Tribune* owns the only independent. So I guess this is a desire I'm not likely to satisfy for a long time to come.

"Television is a terribly strong competitor for the advertising dollar, and most publishers view station ownership as hedging their bets, but I think tv and newspapers are the perfect complementary media. You see something, then you want to read about it. Television has made enormous advertising strides, but I still think there is no question about newspapers being the basic, fundamental advertising medium."

■ Does he think he made a good practical buy when he bought the *Daily News*, or was he heavily influenced by sentiment?

"I'm enormously interested in public service, and I'm sentimental about Chicago. But I'm not running a sentimental operation here. I insist on making a profit, and from that standpoint I think we got a good buy," he said.

"It's no secret that both we and John Knight were hot after the *American* before the *Tribune* bought it from the Hearst organization, but now I'm glad we lost out on that deal. When we clear away the assets we acquired in the *Daily News* deal, like the real estate, physical equipment, Westinghouse stock they acquired when they sold their interest in WIND, etc., we will have paid about $12,000,000 for the paper itself. That's about what the *Tribune* paid for the *American;* and whereas the *American* has been losing money, the *News* has averaged $1,250,000 a year after taxes since 1944.

"The *News'* net in 1957 was only about $784,000, but it will probably be in the area of $900,000 for 1958—pretty close to the *Sun-Times* figures."

How does he visualize the newspaper picture in Chicago in the immediate future?

"What would make me happy would be two morning papers, two evenings and two Sundays," he says, and he thinks he may get this before too long, although he is making no predictions. At present there are three Sunday papers—the *Tribune*, the *Sun-Times* and the *American*.

Mr. Field hopes that the *American* will retire from the arena on Sunday, but other Field Enterprise officials believe this may be wishful thinking. Even though the *American* is losing money overall, they say, it is probably in the black on its Sunday operations. Others point out that if the *American* moves into the *Tribune* plant, as is rumored, it will be difficult to turn out two Sunday papers in one plant.

■ As for circulation, Mr. Field says, "I'd like to get back to 600,000 daily and 700,000 on Sunday. All the papers in the city lost about 40,000 copies when we moved to a 7¢ daily price, but I think we'll get it back—and I also think that some day we're all going to have to go to 10¢ a copy, although I want to make it clear that I'm not predicting any such move in the immediate future."

The *News* and the *Sun-Times* will ultimately utilize the same plant, Mr. Field assumes, but any such move is at least three years away, he says. The *News* plant would require extensive modernization at almost prohibitive cost to make it thoroughly modern, especially from the standpoint of color printing, and the new *Sun-Times* plant does not have the immediate press capacity to handle the *News*, although it has plenty of room for installation of additional equipment.

■ Marshall Field Jr. says candidly, "I'm not a great authority on advertising, but I believe in the advertising future of the newspaper, especially in the Sunday field. And this year will be a terrific year for advertising, I think—back at least to 1957 levels. For the long run, I don't see how advertising volume can fail to go up, if you believe all the predictions which are being made about it."

Asked why, if he believes so firmly in the future of the Sunday newspaper, he sold *Parade* last summer, Mr. Field said simply that he was offered a good price for it—"in excess of $12,000,000"—and that its sale provided the wherewithal to purchase the *News* on a sound financial basis.

■ If any doubt remained that the *Sun-Times* and the *News* would go their independent ways, advertising executives of the *Sun-Times* dispelled them by revealing that their "In Chicago It Takes Two" promotion campaign will continue unchanged. The gist of this campaign is that the *Sun-Times* and *Tribune* together provide the greatest possible unduplicated coverage of the Chicago market. #

Showacre-Coons-Shotwell Formed in Spokane

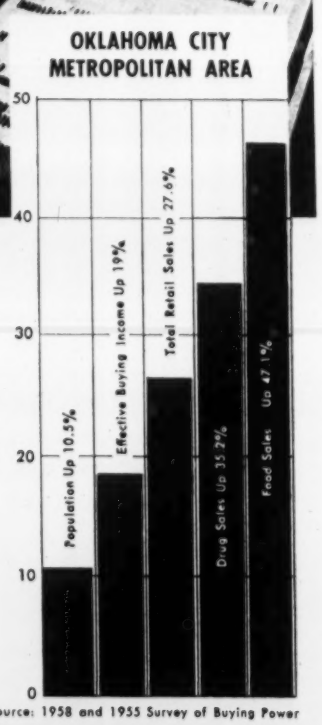
Showacre-Coons-Shotwell agency has been formed with offices at West 1115 Broadway, Spokane. Principals are Robert Showacre, Robert Coons and Ralph Shotwell, all former vps of Virgil A. Warren Inc., Spokane.

Reilly, Brown Adds Minor

P. W. Minor, Batavia, N. Y., has appointed Reilly, Brown & Tapply, Boston, to handle advertising and public relations for its Treadeasy and Wilbur Coon brands of shoes. Magazines, trade publications, direct mail and newspapers will be the principal media used.

grow with OKLAHOMA

OKLAHOMA CITY METROPOLITAN AREA



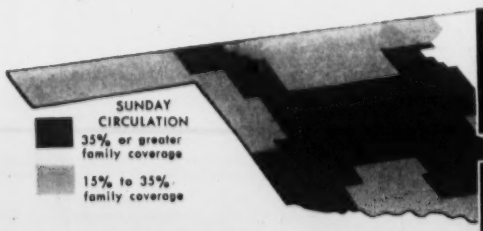
Source: 1958 and 1955 Survey of Buying Power

"$35,000,000 for a new plant to grow with Oklahoma!"

Western Electric selected Oklahoma City as the site for a new plant to manufacture telephone equipment. When completed, furnished and equipped, some $35 million will have been invested in the plant which is expected to employ around 4,000 workers.

This new manufacturing facility is just one part of the multi-million dollar industrial development now going on in Oklahoma.

The Oklahoman and Times give advertisers unequalled coverage of this growing market. Are you getting your share of this growth? Schedule your advertising in The Daily Oklahoman and Oklahoma City Times to achieve the best sales results in Oklahoma!

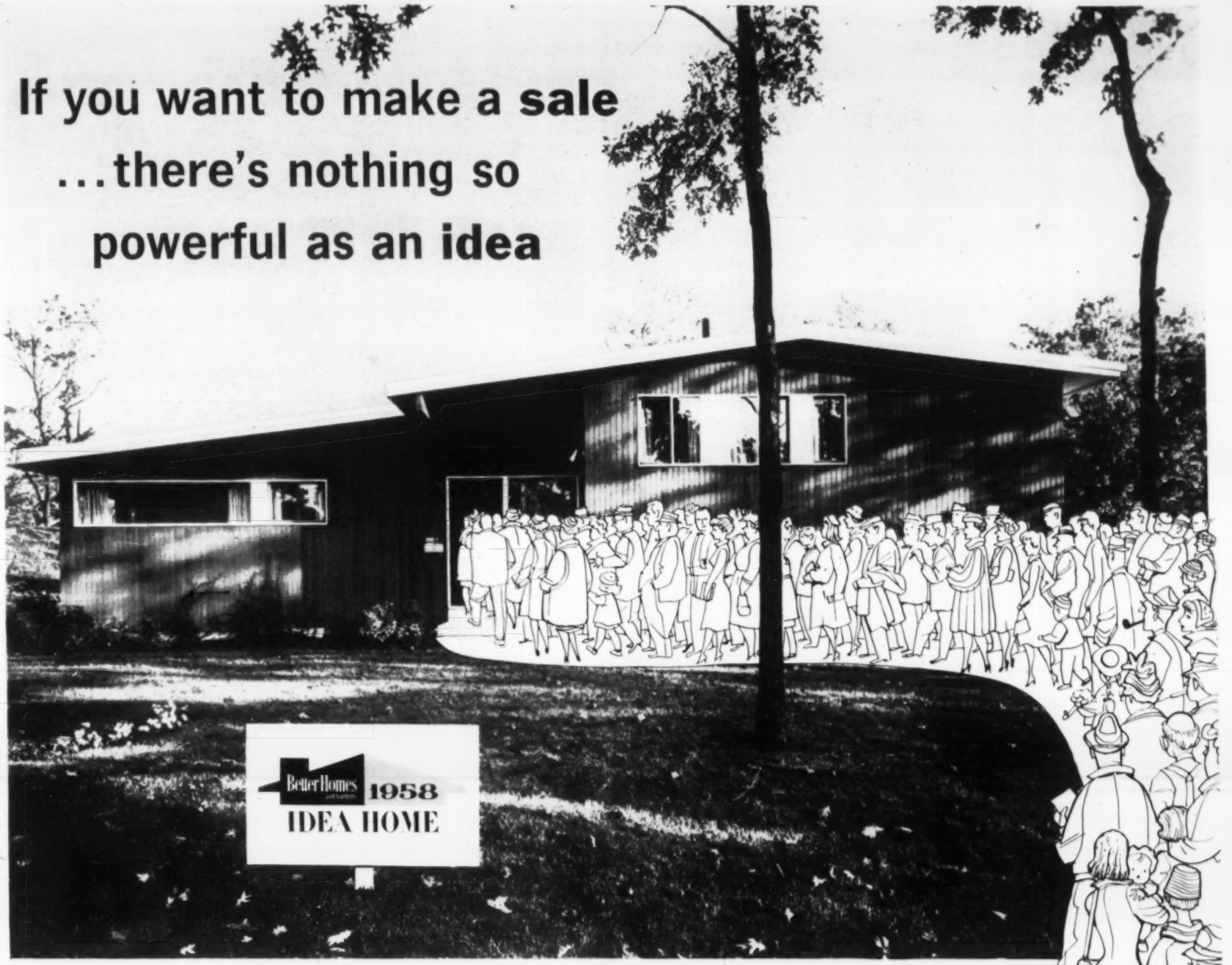


THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Co.
Represented by The Katz Agency

If you want to make a **sale** ...there's nothing so powerful as an **idea**



Phenomenal success of Better Homes & Gardens 1958 Idea Home Promotion affirms the sales magic of a houseful of ideas!

Look at these totals* from 98 builders of 1958 Idea Homes

Opening day attendance	386,499
Total attendance	1,529,838
Promotion dollars spent by builders and local suppliers	$ 429,928
Active leads for new sales	3,436

* Estimated

When 1½ million people visit 112 Idea Homes across the country within one month, that's *news*. The news *behind* the news is that builders *invest their own money* to produce these homes. Yet in a year of generally decreased building activity, the 1958 BH&G Idea Home Promotion *set a double record*. More builders built more homes than ever before! Just one more example of the kind of sales magic generated in one field after another by Better Homes & Gardens emphasis on *ideas* for modern living.

"We have found that in building the Better Homes & Gardens model for the last five years, momentum of public reaction has gained consistently, so that now the mere mention of a Better Homes & Gardens promotion generates excitement: not only with the public, but with our own sales force."

James P. Ryan, Sales Manager
Edward M. Ryan, Inc. Builders, Pittsburgh, Pennsylvania

"Opening day attendance 15,000. Total attendance 70,000. Leads approximately 200."

Severin Construction Co.
San Diego, California

"Opening day attendance so jammed it took three deputies to handle automobile traffic. Continuous lines formed from 1 P.M. opening till 9 P.M. closing time. Hundreds upon hundreds of people were unable to obtain admittance. However, in view of the fact that we shall have this house open for at least a period of 30 days, we know these people will return."

K. W. Bacchus
Kenneth W. Bacchus, Inc., St. Paul, Minnesota

"I might mention that the drawing power of Better Homes & Gardens is terrific. From the day the September issue came out we had a steady stream of visitors who just couldn't wait to see the house."

Robert C. Gerholz
Glendale Builders, Inc., Flint, Michigan

During the year 1/3 of America reads

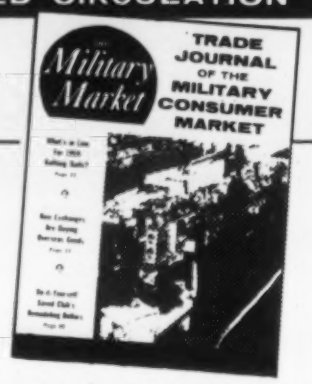
....the family **idea** magazine

NOW OVER 4,500,000 COPIES MONTHLY

FIRST* —IN PROMOTION PRODUCTIVITY
—WITH CERITFIED CIRCULATION

NOW The Military Market IS BPA AUDITED

ARMY TIMES
NAVY TIMES
AIR FORCE TIMES
(Members A B C)
THE MILITARY MARKET
THE AMERICAN WEEKEND
ARMY NAVY AIR FORCE REGISTER



FIRST in effective circulation —the first and only BPA audited publication *in the PX-Commissary field. Write for rates, sample copies and market data, today.

ARMY TIMES PUBLISHING CO.
2020 M Street, N. W. • Washington 6, D. C.
U. S. OFFICES: BOSTON, CHARLESTON, S. C., LOS ANGELES, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO
FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

Proud Calls for Another 'Truth in Advertising' Drive

SPRINGFIELD, MASS., Jan. 13—Advertising must prove to the government and the public that it is trustworthy as a scientific tool of mass distribution, C. James Proud, president of the Advertising Federation of America, told the Advertising Club of Springfield last week.

"For the sake of argument," Mr. Proud said, "let's admit that advertising is not altogether perfect. As in every other business, there are thoughtless and unscrupulous sharpsters who see a way to make a quick buck at the expense of their honest competitors.

"It is time that the advertising industry rededicate itself, through organized planning, to drive the cheat and the business pirate out from behind the cloak of respectability."

Mr. Proud suggested that another national "truth" campaign, like the one launched by AFA 50 years ago, would be helpful in today's business climate. Many of the federation's current programs in the fields of advertising education and legislation, he said, form the basis of such a crusade.

■ "Recurrence of many of advertising's old problems, such as fictitious pricing, abuses of good taste and intra-advertising family squabbles," he said, "continue to plague the industry. These, coupled with the newer problems—subliminal techniques, advertising's bad public relations, quiz shows, and advertising tax threats—make the job of maintaining the industry's respectability more difficult than ever," he warned. #

Y&R Names Glenn Art Head, Succeeding Sergenian

Walter P. Glenn, vp and manager of the art department of Young & Rubicam, has been named director of the department. He succeeds Fred S. Sergenian, who

Fred Sergenian

Walter Glenn

will retire Jan. 16 after 25 years with the agency.

Jack Anthony, vp and executive art supervisor who joined Y&R in 1934, has been appointed associate director of the department. Carl S. Harris, art supervisor, will succeed Mr. Anthony as executive supervisor.

Promotion Manual Released

The National Research Bureau, 415 N. Dearborn St., Chicago, has released Volume II of its "NRB Retail Advertising & Sales Promotion Manual." The volume contains "1,593 new ideas" for retailers, wholesalers and other businesses, according to the publisher. Copies of the 480-page manual are available on a 10-day free inspection basis and cost $16.95. Volume I of this manual was published in 1956.

Avery-Knodel Adds Three

Avery-Knodel, New York, has been named to represent WAIT, Chicago, WGMS, Washington, and WORC, Worcester, Mass. WAIT formerly was handled by Headley-Reed Co.; WGMS was handled by Adam Young Inc., and WORC was handled by Richard T. O'Connell Co. Avery-Knodel also has named John F. Wade, with the company 10 years, director of tv research.

ABC Films Advances Two

James F. Delaney has been named eastern division sales manager and Richard Hurley Chicago city sales manager of ABC Films, New York, tv film producer-distributor. Both are new positions. Mr. Delaney joined ABC Films in April as a sales executive on special assignments; Mr. Hurley has been on the central division sales staff.

Cleveland t.f. Club Elects

Robert W. Watts, regional manager, *Iron Age*, has been elected president of the t.f. Club of Cleveland. Other officers are W. G. Sheehan, W.R.C. Smith Publishing Co., 1st vp, and Paul C. Warner, *Mill & Factory*, 2nd vp.

Hollingbery Adds Two

George P. Hollingbery Co. has been named to represent WHOT, Youngstown, O., and WTTM, Trenton, N.J. Both stations formerly were represented by Forjoe & Co.

THE DALLAS NEWS LEADS IN COVERAGE OF MARKET DALLAS!

55.6% FAMILY COVERAGE IN DALLAS!

24.5% FAMILY COVERAGE OF 254 CITIES AND TOWNS UNDER 50,000 POPULATION IN MARKET DALLAS!

DAILY CIRCULATION
CITY ZONE 119,276
RETAIL TRADE ZONE 47,444
TOTAL 207,156

(Mar. 31, 1958 ABC Audit; Sept. 30, 1958 Publisher's Statement)

Dallas' Only Market Newspaper

IN METROPOLITAN DALLAS The News' circulation is more concentrated among families better able and more inclined to buy brand merchandise!

IN MARKET DALLAS, outside of Dallas, The News leads by 45,215 circulation, reaching 31 counties not reached by the Times Herald.

In the hands of 207,156 families before breakfast each morning, The News is dominant in Market Dallas. Any other paper is supplementary.

THE DALLAS MORNING NEWS

CRESMER & WOODWARD, INC., National Representative
New York • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

What makes a newspaper great?

ED SHAVE

Donald Wagner is eating pheasant. For him and for more than 4,000 other war veterans in 14 Minnesota hospitals, this lavish pheasant-and-fixin's dinner is an annual October event.

It started 18 years ago as the warmhearted inspiration of big, grizzled Ed Shave, then outdoor editor of the Minneapolis Tribune and a confirmed believer in every Minnesotan's God-given right to the pleasures and rewards of the out-of-doors. "These hospitalized veterans are one group who can't hunt or fish," mused Shave. "So, would it be possible to bring the outdoors to them in the form of a pheasant dinner?"

He put the question to readers of his Minneapolis Tribune column. Would they help by contributing a pheasant apiece from their own hard-won bag? They would. And today, Ed Shave's Annual Pheasant Dinner is the largest veteran's benefit undertaking of its kind in the country.

Last fall more than 7,900 Minnesotans from 227 communities contributed time and 5,800 pheasants to the event. Sportsmen and veterans organizations gave 30 cases of shotgun shells; 45 game wardens helped collect and tag the birds. A fleet of Minneapolis Star and Tribune circulation trucks hauled the birds to Minneapolis from all over the state and a volunteer crew of 130 butchers cleaned, dressed and packed the pheasants for waiting hospital kitchens.

Such mass response to an outdoor editor's idea is to be expected in the Upper Midwest. To the majority of its outdoors-loving people, Ed Shave is *the* No. 1 Minnesota Sportsman. Although retired from active news work, Ed still makes his column in the Minneapolis Sunday Tribune sparkle with the lore of nearly 50 years' experience. And whenever anybody wants to know anything about hunting, fishing, vacationing or just plain loafing among Minnesota's famous forests and lakes, Ed is ready with helpful advice and kindly counsel.

Ed Shave is typical of the men and women who inject an *extra*, human touch into their work for the Minneapolis Star and Tribune. That's why these newspapers are welcomed as "home town" papers by the largest audience of loyal readers in this great 3⅓ state region—America's Upper Midwest.

Minneapolis Star *and* Tribune

EVENING MORNING & SUNDAY

635,000 SUNDAY · 500,000 DAILY

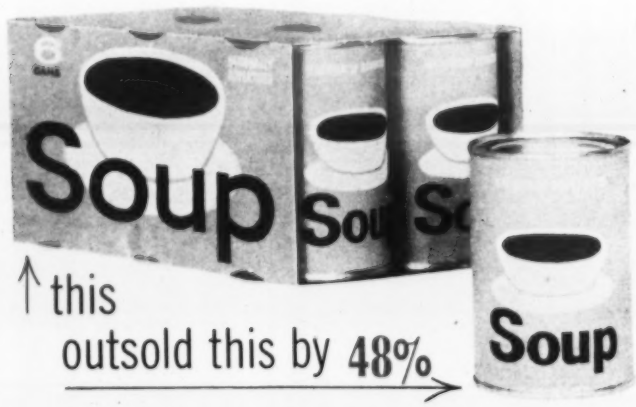
JOHN COWLES, *President*

Copr., 1959, The Minneapolis Star and Tribune Co.

Multiple More

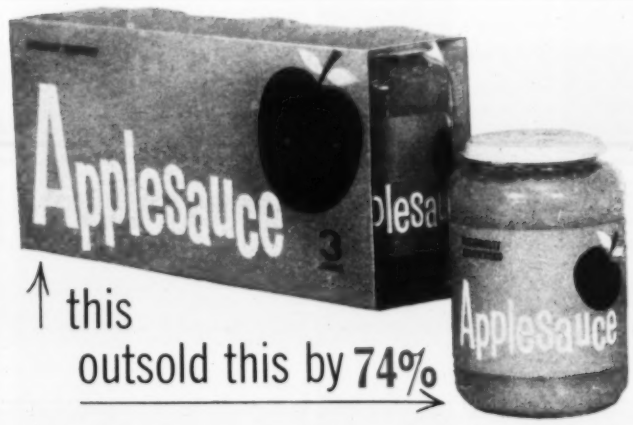
6-month test with 262,035 units of food products in 2 chains gives

CLUSTER-PAK® SELLS MORE SOUP!



↑ this
outsold this by **48%**

CLUSTER-PAK SELLS MORE APPLESAUCE!

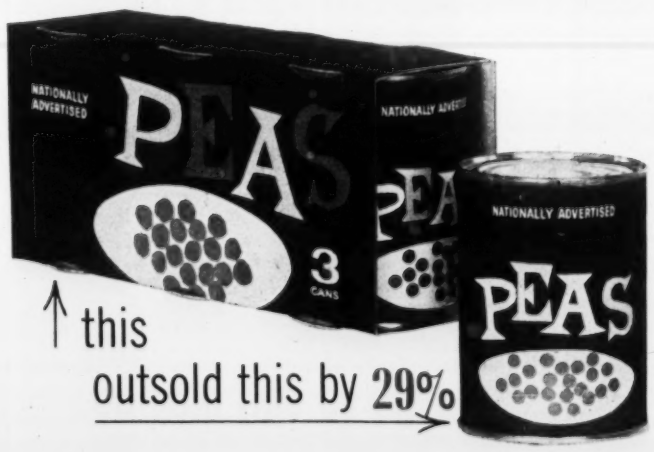


↑ this
outsold this by **74%**

CLUSTER-PAK SELLS MORE FRUIT!

↑ this
outsold this by **26%**

CLUSTER-PAK SELLS MORE PEAS!



↑ this
outsold this by **29%**

That's why in food packaging

THE MOVE IS TO MULTIPLE.

Moves 23.4% Food! SAYS FOOD TOPICS TEST!

powerful new validation that multiple packaging moves more food!

Biggest news in food marketing today is the trend to multiple packaging. And today's big news in multiple packaging is the 6-month Food Topics test recently featured in a special issue of Food Topics magazine. It's the most comprehensive, most valid test program ever run to measure the sales power of multiple packaging.

And what results! Total sales of five major grocery products—soup, peas, corn, fruit cocktail, and applesauce—during the 6-month test period—were 23.4% higher than sales of the same products in single units—with the same prices, same position, same display, and same advertising! Yes, multiple packaging moves more food. It's the food industry's greatest tool for gaining the new volume which both packers and retailers must have.

MEAD PACKAGING INC.
Atlanta Paper Company Division
Atlanta 2, Georgia

NEW, FREE 32-PAGE BOOK tells full story of Food Topics test,
shows what Mead Cluster-Pak® cartons can do for you.

- Gives photo-story of test
- Contains complete sales figures
- Demonstrates display power of Cluster-Paks
- Tells why more and more food packers are going to Cluster-Paks

MAIL THIS COUPON FOR YOUR FREE COPY TO
MEAD PACKAGING
P.O. Box 4417
Atlanta 2, Georgia

Yes, I would like a copy of the new book, "The Move Is To Multiple."

NAME_____

COMPANY_____

STREET_____

CITY_____ STATE_____

..and to MEAD THE LEADER

MEAD packaging

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

UP- UP- UP- UP!

Building Permits	UP
Bank Deposits	UP
Bank Clearings	UP
Public Utilities	UP

More reasons WHY El Paso is a good place to do business.

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Meet us at "AMERICA'S BUSIEST INTERSECTION"

MADISON & MAIN—*"Meet us at America's busiest intersection..." is the theme of the 1959 convention of the Advertising Federation of America to be held June 6-10 in Minneapolis.*

Feigenbaum Adds Fogel

Fogel Refrigerator Co., Philadelphia, has appointed Feigenbaum & Wermen Advertising Agency, Philadelphia, to handle advertising for its dairy-ice cream equipment division. A trade campaign is planned for Fogel's Angle-Vision freezers and Full-Vision wall dairy display merchandising cases.

Card-Bearing Diners Should Pay Costs, Say Restaurateurs

MADISON, WIS., Jan. 13—Restaurant credit card holders may soon be paying more for that convenience, either in bigger restaurant checks or in credit club statements, if there's much fire behind the smoke from readers of *Food Service*, a restaurant trade monthly published here.

The November, 1958, issue of the publication proposed that the 7% charge restaurateurs pay for credit card business ought to be sustained at least partly by the card holders.

The January issue, just out, carries 11 letters to the editor (*Food Service* says they "mirror the reaction of the industry") favoring the proposal and offering arguments in support of it.

■ Core of the complaint is that the added business breaks only about even with the cost of getting it through the credit clubs. Several writers pointed out that the convenience is virtually free to the holder, whom it serves most. Another complaint mentioned by several restaurateurs was that menu price increases are likely to be caused by the credit card holder, but they will have to be paid mostly by the cash customers. These latter are the steady customers while card holders are usually transient, it was also noted.

A Seattle restaurateur reported that a group of restaurant operators there are now adding 5% to the checks of card holders. Wisconsin Restaurant Assn. members are now doing the same. #

Ad Patois Listed in Revised 'Ad Terminology'

A revised edition of "Advertising Terminology," containing 108 pages listing words commonly used in the ad business, has been published by H. Victor Grohmann, president of Needham & Grohmann, New York agency. In five sections, the book contains words and phrases in general and in specialized use by art, production and radio-tv departments of agencies. It sells for $1.

Compton Elects Two VPs

Richard E. Goebel, who joined the San Francisco office of Compton Advertising last July, has been elected a vp. He will continue as manager of Compton's San Francisco office. Carvel Nelson, manager of Compton's Portland office, also has been elected a vp.

Johns-Manville Expands

Johns-Manville has formed the Johns-Manville Fiber Glass subsidiary following purchase of L.O.F. Glass Fibers Co., Toledo. Property includes seven plants and a research center.

Fred Yaffe & Co. Formed

Frederick S. Yaffe, formerly vp and treasurer of Altman-Yaffe, has formed a new agency to be known as Fred Yaffe & Co. The agency has offices in the Fox Bldg., Detroit.

Sell the market where buying begins through The AMERICAN GIRL

For over 40 years
America's quality magazine
for girls
from 10 through 16

ONE issue of AMERICAN GIRL Magazine reaches over 2,161,000 girls or 1 out of 5 girls aged 10 through 16 in the entire United States.

A significant new study conducted by Eugene Gilbert and Co. shows the influence of AMERICAN GIRL readers in family food purchasing.

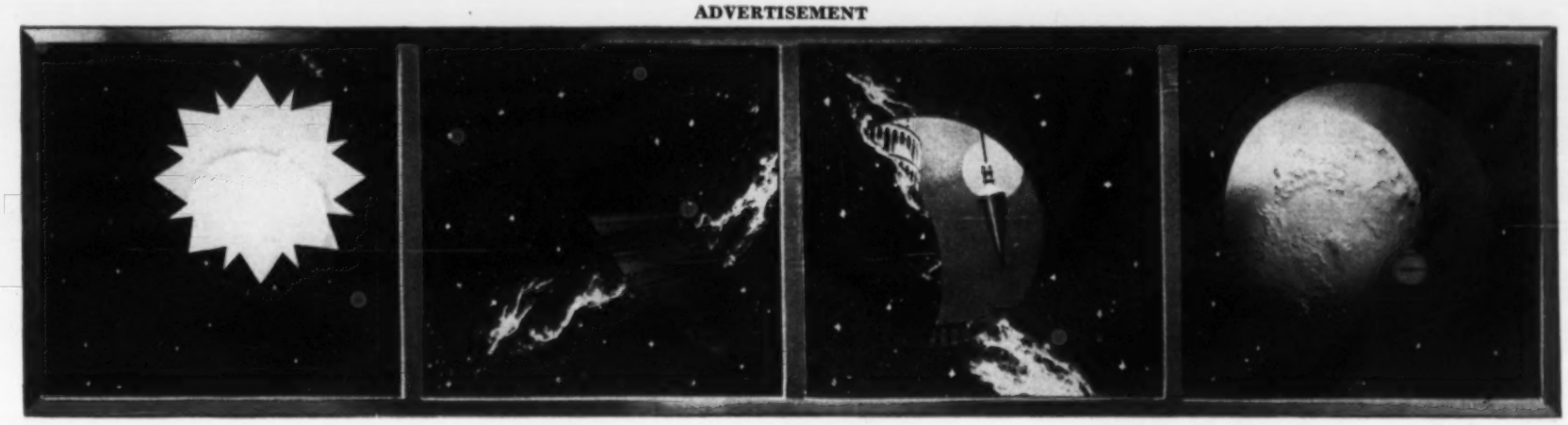
- *78% shop from grocery lists on which brands are not specified by their mothers.*
- *24% cook every day.*
- *51% cook once or twice a week.*

AMERICAN GIRL Magazine delivers your sales message first (median age 13.8 years). For greater sales penetration today it belongs on your media schedule.

Call or write for more information on this fast growing, influential market.

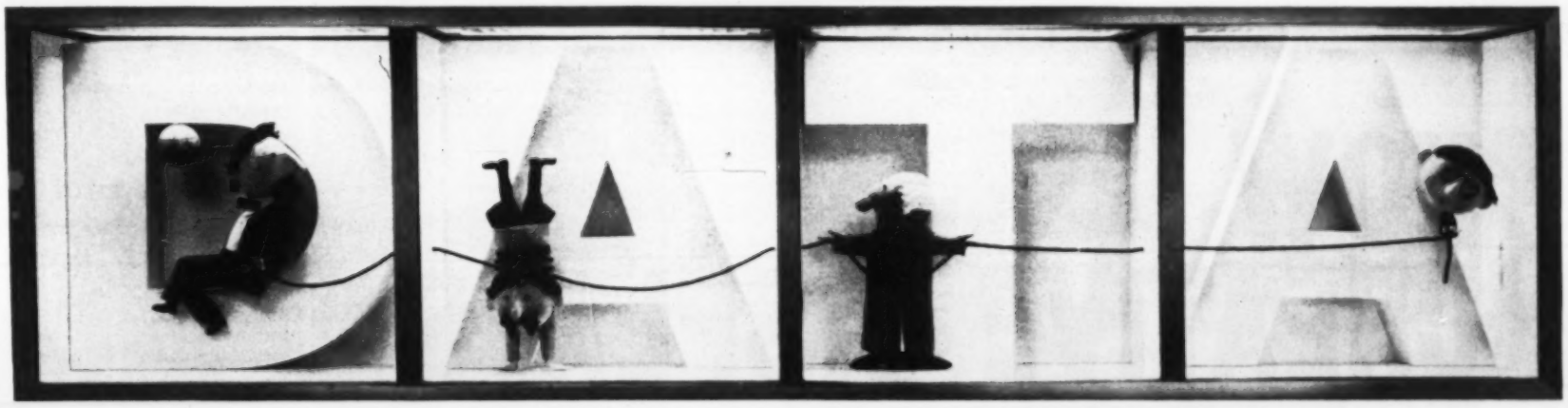
The AMERICAN GIRL
830 Third Avenue New York 22, N. Y. PLaza 1-6900

PUBLISHED BY GIRL SCOUTS OF THE U.S.A.

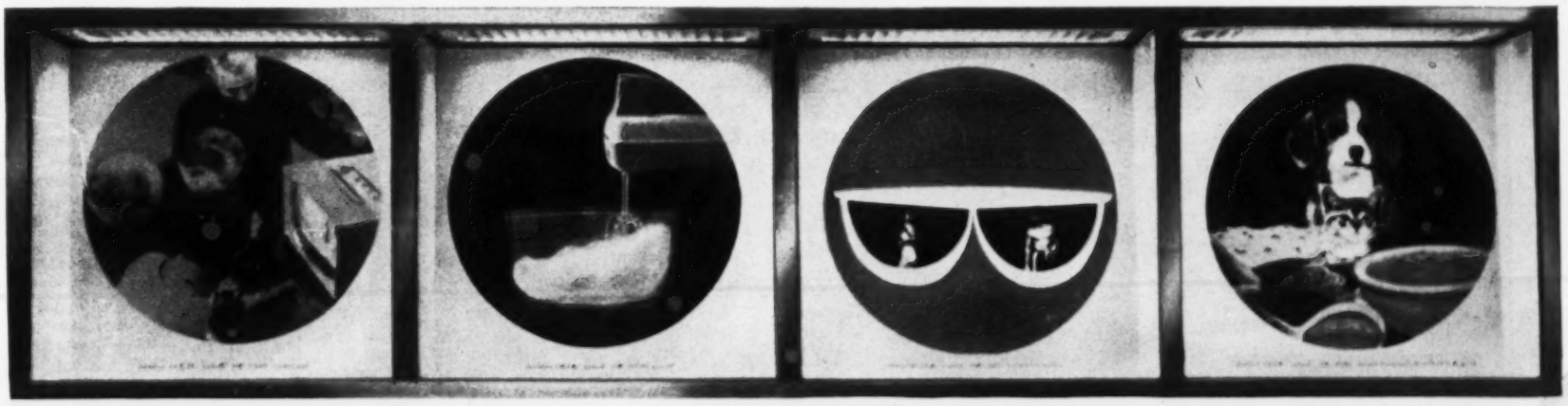


48 WINDOWS FOR NEW VIEWS

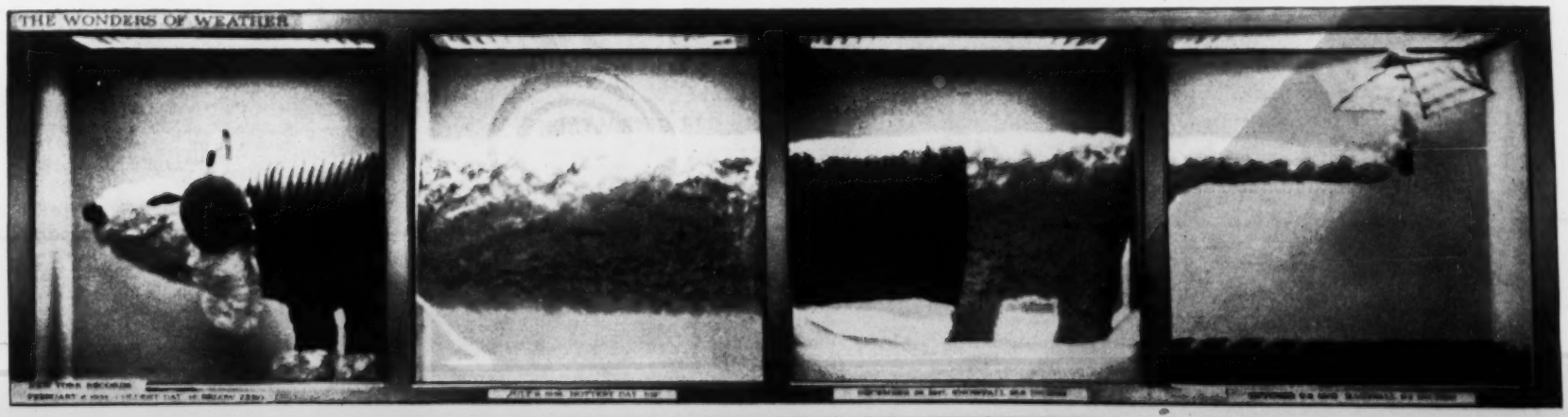
McCann-Erickson concept—people who keep looking outside themselves keep on getting fresh ideas. *McCann-Erickson example*—to bring the outside in through window displays in reception rooms on every floor of its new home office.



These displays greet, inform and amuse visitors—serve as a hobby for the Creative Department whose art directors and writers plan and execute them. *Science gets into the windows:* the geophysical year got exhaustive treatment involving 3 months of preliminary research. *Fun gets into the windows:* a series of fashionable revivals covers everything from beards to the Charleston.



Trends get into the windows: new ways of living in summer—for one! New foods, new sports, new games, new looks for clothes, for people. *What never gets into the windows:* inside stuff—because the windows are where the members of McCann-Erickson's Creative Department draw a breath, limber up and test their strength against the toughest critics in the business—themselves!



TESTING

Nescreme, a new product to the family of Nestles, was first tested in the Portland, Maine market, the ideal test city.

PORTLAND PRESS HERALD • EVENING EXPRESS AND SUNDAY TELEGRAM

100% coverage of city zone
94% coverage of ABC retail zones

1

ONE•SIX•TWO

That's the order in which Portland, Maine rates as a test market. . . . 1st in U. S. cities of 150,000 pop. 6th in U. S. cities regardless of population and 2nd in New England regardless of size of population.*

PORTLAND, MAINE NEWSPAPERS

* source Sales Management

represented by the
Julius Mathews Special Agency, Inc.

DOG COOKER—*Westinghouse Electric Corp. is producing this new "Dog-O-Matic," which cooks six hot dogs in 90 seconds. Each end of each wiener is attached to an electrode in the bottom half of the cooker and, when the lid is closed, the current passes through the hot dogs—cooking them from the inside out. Westinghouse says that Americans consume nearly 11 billion hot dogs a year.*

HOW CREATIVE DISPLAYS MAKE YOUR ADS PAY OFF

Emergencies are not the only things that don't wait. Take sales. Johnson & Johnson stirred up consumer excitement with an intensive ad campaign for "Emergencies Don't Wait Week". The final link between advertising and sale was a display stand creatively integrated with the "Emergency" theme. Spotted in key retail outlets everywhere, the displays touched off instant consumer response. The result: The most successful Johnson & Johnson "Emergency" drive ever. Why not let us show you how our creative displays, tied in with your advertising campaign, can translate your investment into highest sales volume? For Creative Displays That Make the Sale . . . **SEE GIBRALTAR.**

GIBRALTAR CORRUGATED PAPER COMPANY • DISPLAY DIVISION • 350 WARREN STREET • JERSEY CITY, NEW JERSEY

Postponement of Tax on Co-op Funds Requested by NEA

HOT SPRINGS, ARK., Jan. 13—The National Editorial Assn., "representing 9,000 community newspapers," adopted a resolution at its annual meeting here Saturday opposing the new Treasury ruling which would include co-op advertising allowances as part of appliance prices in determining excess taxes.

Specifically, the resolution asked for postponement of the Feb. 1 effective date of "Treasury Decision 6340" to permit "due inquiry into the propriety of this action and to allow affected parties to present their case in opposition to it."

NEA was told by Arno Johnson, vp and senior economist of J. Walter Thompson Co., that there now exists "a $30 billion backlog of consumer buying awaiting activation by advertising. This is enough additional potential demand to make possible more than a 10% increase in consumer purchases over the $288 billion level of mid-1958." #

PNPA Issues New Directory of Pennsylvania Newspapers

A total of 423 Pennsylvania newspapers with a total circulation of more than 8,000,000 are listed in the 1959 annual "Pennsylvania Newspaper Directory" just issued by the Pennsylvania Newspaper Publishers Assn.

The directory contains up-to-date information about 125 daily, 285 weekly and 13 Sunday Pennsylvania newspapers. Copies may be obtained for $2.50 each from PNPA, 2717 N. Front St., Harrisburg.

Insurance Stamps to California

Insurance Premium Stamps, Seattle, will move into southern California May 1 through a food chain which it said it could not yet identify for competitive reasons. The company sponsors trading stamps which can be redeemed in the form of payments on insurance.

Moorman Promotes Two

O. W. Randolph, sales promotion manager, has been promoted to public relations director of Moorman Mfg. Co., Quincy, Ill. William B. Raufer, with the company seven years, succeeds Mr. Randolph as sales promotion manager.

ONLY Pictorial Sunday Magazine Group Offers

THE BIGGEST CIRCULATION

THE LARGEST DISCOUNTS

THE GREATEST RANGE OF COLOR UNITS

in the 3 KEY Pacific Coast Markets...

Biggest 3-Magazine-Group Circulation on the Pacific Coast

Covering 1,400,000 families with *balanced* circulation, giving impact to all segments of the top three markets.

Most Advantageous Discount Structure

A comprehensive discount schedule that offers the lowest cost per thousand for any Pacific Coast three-group supplement or regional magazine.

Full Range of Color

The widest range of color units available in any Pacific Coast supplement group or regional magazine—from full pages in four colors to one-fifth pages in black and one color.

Outstanding Reader Traffic

Daniel Starch surveys proving superior readership and traffic created by an unbeatable editorial formula—lively entertaining *local* interest features plus the nationally famous writers in the Pictorial Group.

Coordinated Merchandising

. . . a flexible marketing service tailored to fit into your specific plans and market strategy. Personal calls on the trade, point-of-purchase promotion, written field reports on your merchandise—available to all Pictorial advertisers.

Volume Selling Combination:

Pacific Coast Pictorial Sunday Magazine Group

	4 COLORS		2 COLORS	
	½ PAGE	FULL PAGE	½ PAGE	FULL PAGE
Los Angeles	$1,875	$2,590	$1,550	$2,350
San Francisco	1,600	2,400	1,400	2,200
Seattle	630	1,050	515	850
TOTAL	$4,105	$6,040	$3,465	$5,400
Less 6% (3 City Discount)	$3,858.70	$5,677.60	$3,257.10	$5,076.00

Bulk Discounts: 3 pages, 6%; 6 pages, 7%; 13 pages, 8%; 26 pages, 10%; 39 pages, 12%; 52 pages, 15%; ½ page minimum.

Frequency Discounts up to 10% will apply to less than half-page units in the same city.

Pacific Coast "Pic" Magazines can be grouped with the purchase of any of the ten Pictorial Magazines to earn group discounts. Any 4 cities 8%; 10 cities 10%.

PACIFIC COAST

PICTORIAL SUNDAY MAGAZINE GROUP

LOS ANGELES EXAMINER • SAN FRANCISCO EXAMINER • SEATTLE POST-INTELLIGENCER

Represented Nationally by HEARST ADVERTISING SERVICE INC.

FTC Complaint Not True, I.G. Chemical Asserts in Reply

WASHINGTON, Jan. 13—The I. G. Chemical Co., New York, assured the Federal Trade Commission that it has never claimed that its product, Green Plasma, is used to keep the White House and Capitol lawns green.

In reply to a complaint issued by the commission Oct. 14, the company said it advertised only that "the same basic ingredients" used in Green Plasma have been tested by the federal government and used on the U.S. Capitol and White House lawns.

I. G. Chemical is one of seven different companies controlled by David L. Ratke, currently facing FTC advertising complaints. Others, including Parker Advertising Inc., have yet to submit answers to complaints involving charges that government endorsement was falsely claimed for weight reducers and battery additives (In Washington, AA, Dec. 8, 15, '58).

The I. G. answer says FTC picked phrases out of context in drafting its complaint against Green Plasma. #

Name Salzman LIA Director

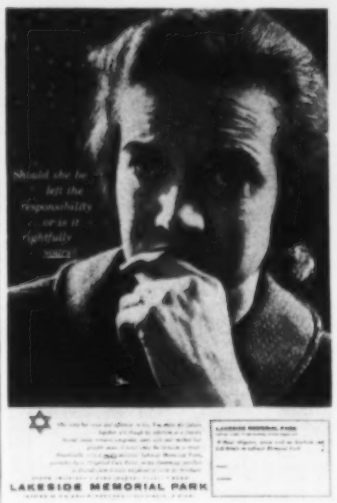
Melvin Salzman, director of information of Leather Industries of America, New York, since its inception, has been named director of the organization. He will supervise advertising, public relations and sales promotion.

'Journal' Promotes Delin

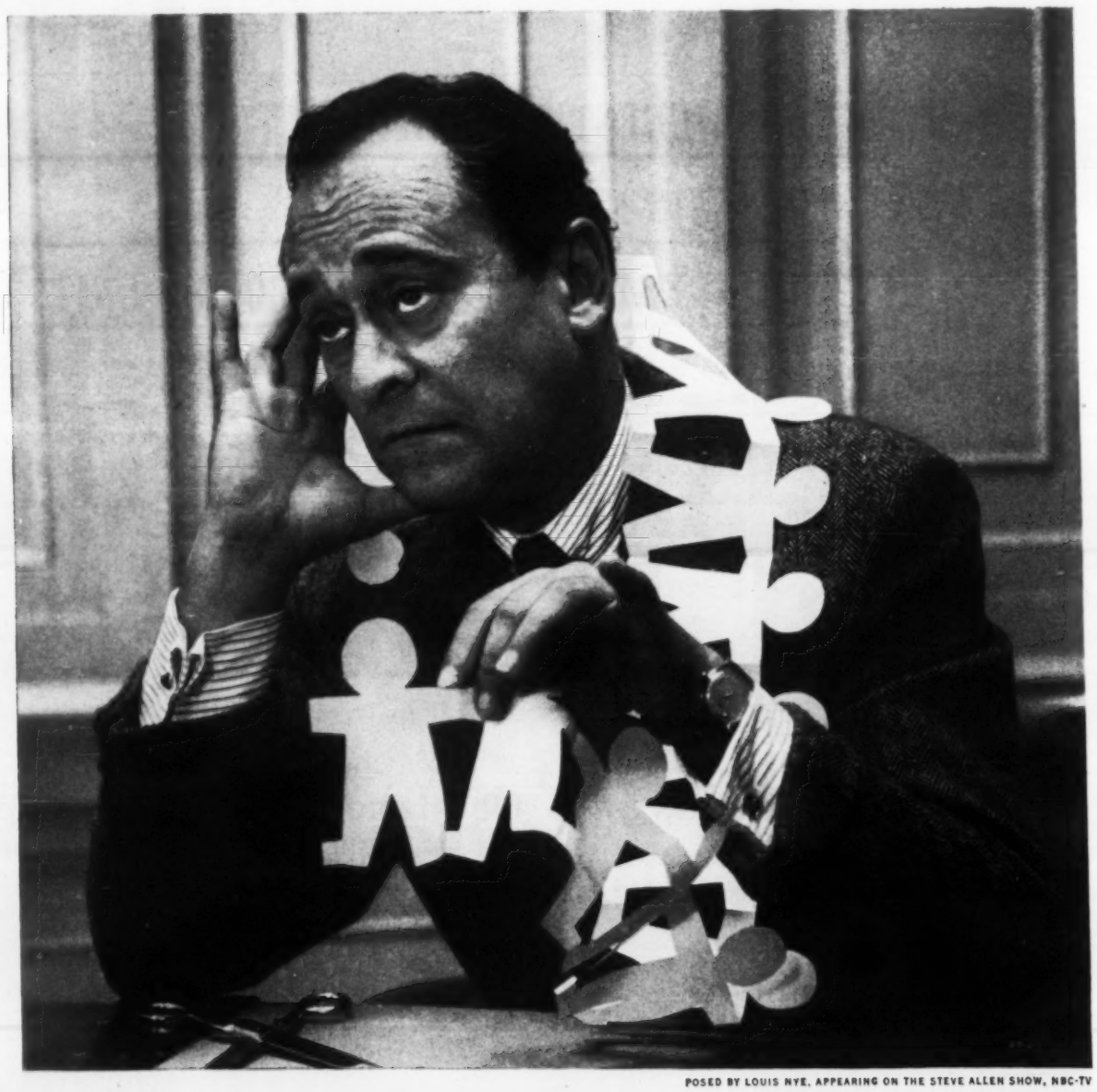
John Delin has been appointed assistant advertising manager of the Pacific Coast edition of the *Wall Street Journal*. He has been in charge of the newspaper's sales staff in Los Angeles since 1956.

Antiques Show to Equity

National Antiques Show, which will be held March 1-8 in Madison Square Garden, New York, has appointed Equity Advertising, New York, its advertising representative.



MOOD—*Lakeside Memorial Park, Miami, is basing its new ad approach on the "selling of a mood, not real estate or a hole in the ground." Bishopric-Green-Fielden is the agency.*



POSED BY LOUIS NYE, APPEARING ON THE STEVE ALLEN SHOW, NBC-TV

How to get a promotion...

(without working yourself crazy)

It's simple! Just use this logic on your boss. Paper costs represent about 25% of the average printing job. Consolidated Enamel Printing Papers can save him as much as 20% *without cutting quality.*

These savings are possible because Consolidated specializes in the manufacture of enamel printing papers. By using its own modern methods, Consolidated eliminates several costly manufacturing steps while maintaining finest quality.

FREE TREATMENT! Ask your Consolidated Paper Merchant for free trial sheets. Have your printer make a test run to compare performance, quality, costs. It'll make good sense to the boss.

Available only through your Consolidated Paper Merchant

Consolidated enamel printing papers

A COMPLETE LINE FOR OFFSET AND LETTERPRESS PRINTING

Consolidated Water Power & Paper Co. • National Sales Offices: 135 S. LaSalle St., Chicago 3, Ill.

World's largest specialist in enamel printing papers

Most Don't Like It, but 40% of Sales Managers Sell, Too

NEW YORK, Jan. 13—Should a sales manager sell or merely supervise sales?

A survey of sales managers in the industrial field by *Industrial Distribution* showed that 83% of sales managers responding believed they should not be responsible for any accounts. However, 40% said they handle accounts personally.

The survey indicated a broad difference of opinion among sales managers on their role in the selling effort. For example, sales managers reported they spend anywhere from 1% to 50% of their time "planning sales objectives," and 1% to 60% of their time "calling on customers."

Virtually every respondent said he spent some time making calls with salesmen. The time percentages ranged from 5% to 40%. Reasons given were: to help salesmen improve their effectiveness, to evaluate company service, to give customer a feeling of importance, to meet key account personnel, and to help get more orders.

Most of the respondents were in general agreement about their important job functions, namely, training personnel, planning and directing sales, doing outside work with salesmen, promoting customer relations and good will, and motivating salesmen. #

Voynow Made Petry President, Succeeding Petry, Chairman

Edward E. Voynow has been named president of Edward Petry & Co., New York, radio-tv station representative, succeeding Edward Petry, who moves up to chairman of the board. Mr. Voynow will continue in the Chicago office. Promoted to replace Mr. Voynow as exec vp is Martin L. Nierman, tv vp.

Petry also has been named to represent KREM, Spokane. The radio station formerly was handled by Forjoe & Co.

Van Praag Names Persons

Hal Persons, formerly with Harry S. Goodman Productions, has joined Van Praag Productions, New York, as an account supervisor. He will handle publicity as well as sales assignments.

Music Makers Boosts Edsel

Herman Edsel has been promoted from sales manager to exec vp of Music Makers, New York, radio-tv jingle producer.

NOW AVAILABLE TO YOU FROM MODERN MEDICINE

A NEW SERVICE

to analyze
your advertising
to doctors

Now MODERN MEDICINE makes available to advertisers—READEX, a research service which measures the physician's *interest* in all advertisements and editorial material in every issue of our publication.

Improve the effectiveness of your advertising

What does this mean to you the advertiser? First, READEX Reader Interest Ratings allow you to determine, issue after issue, how *interesting* your advertising message is to the physician.

Second, by comparing ratings for ads of similar products or therapeutic categories, you can develop guideposts for evaluating the various factors which contribute to advertising effectiveness . . . color, size, layout, copy approach.

READEX contributes to the ad creator's judgement and becomes a tool to improve (not prove) advertising effectiveness.

If you would like to see how it works . . . contact any MODERN MEDICINE *office.*

The Journal of Diagnosis and Treatment

MODERN MEDICINE

84 South 10th Street, MINNEAPOLIS • CHICAGO • NEW YORK • SAN FRANCISCO • LOS ANGELES

In Canada: MODERN MEDICINE OF CANADA
In Great Britain: MODERN MEDICINE OF GREAT BRITAIN
In Australia: MODERN MEDICINE OF AUSTRALIA
Also Publishers of JOURNAL LANCET • GERIATRICS • NEUROLOGY

NBP

Remington Sets Major Drive for Adjustable Shaver

Besides Bigger Budgets for TV, Print, Company Will Bow in Spot Radio

BRIDGEPORT, Jan. 13—A "definitely increased" budget for Remington Rand shavers was announced today. The company said it plans to put $7,200,000 behind its new Roll-A-Matic adjustable shaver.

Robert P. Clarke, manager of advertising, publicity and sales promotion, would not say how much above the 1958 budget the company's '59 program will be, but he described as "the chief innovations a 40% increase in network television and a 100% increase in print."

Advertising, which will be divided into three phases, starts in the March 30 *Life*. The first phase will be "a news and introduction" program, followed by a phase devoted to product features. The third phase, next fall and winter, will emphasize consumer benefits to be gained from the shaver. The Roll-A-Matic is said to "adjust to any beard or skin." It will retail at $29.95.

■ Promotion plans also call for use of a "new medium" for Remington Rand—spot radio. This will be used "as a supplementary medium." Point of sale materials, retail advertising and sales promotion also will be used.

In Miami, A. C. Barioni, general sales manager of the division, said the electric shaver industry is selling about 6,500,000 units and expected to go over the 7,000,000 mark this year.

Remington's shaver advertising is handled by Young & Rubicam (television) and Paris & Peart, which was recently merged into Gardner Advertising Co. (print media). #

Florida Ad School Revamped

Advertising, communications and public relations will constitute a coordinated program in the school of business at Florida State University, Tallahassee, effective July 1. The activity will involve a reorganization of the department of advertising to provide undergraduate instruction in advertising, written business communications and public relations. Royal H. Ray, head of the school's department of advertising since 1952, will head the expanded setup.

Majestic Names Agency

Majestic Distilling Co., Lansdowne, Md., has appointed Applestein, Levinstein & Golnick, Baltimore, as agency for all its brands.

WANTED

Advertising Writer

Good, solid copywriter wanted for established, major Pittsburgh ad agency. Some technical background, knowledge of metals and metalworking is a must. Job includes some source-gathering contact, but is mostly writing and creative thinking on reason-why type ads. Send résumé and a few selected samples. All replies are highly confidential; no checking without your permission. Our people know of this ad. Write Box 358, Advertising Age, 630 Third Avenue, New York 17, N. Y.

Closed Circuit TV Company Is Organized in San Francisco

American Television Communications, with headquarters at 260 Kearny St., San Francisco, has been organized to specialize in closed circuit television programming. Joseph B. Durra, former industrial motion picture producer and advertising manager of Ciba Co., is general manager of the new company which is offering its services for sales meeting, medical education, merchandising programs and business meetings.

ATC will use Bell System lines for transmission. The company claims to have reduced closed circuit tv costs through special arrangements with two of the major networks to use network affiliated stations as receiving points. Services are offered on a California network, western states network and a transcontinental basis. A rate card covering the various networks has been issued, which ATC believes to be the first rate card ever issued by a closed circuit tv producer. ATC will open sales offices in New York, Chicago, Detroit and Los Angeles.

Pillsbury Boosts Earnings 63% in Six-Month Period

Pillsbury Co., Minneapolis, reports a 63% increase in net earnings on a 3.5% increase in net sales, without an increase in selling prices, for the six months ended Nov. 30, 1958, compared with the same period a year ago. Earnings after taxes totaled $4,107,000, or $4.02 per share on the average number of shares of common stock, up from $2,513,000, or $2.57 per share (average shares) for the same period a year ago. Net sales were $176,334,000 compared to $170,238,000 for the 1957 period.

The rise in earnings was attributed to increased unit sales in all three major areas—consumer, industrial and agricultural; new programs to increase efficiency everywhere in the company; modernization and expansion of plants and equipment, and introduction of new products.

GE Plans Trade Ad Drive for Clock Swap Campaign

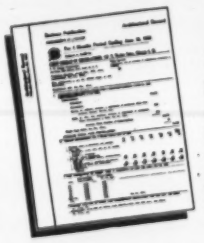
General Electric will use a trade advertising campaign to offer dealers a chance to trade in older General Electric-Telechron clocks for electric clocks currently being advertised. The exchange offer, which runs to Feb. 28, allows dealers to return unused clocks and reorder newer models on a two-for-one basis. That is, if returned clocks have a total value of $50, that amount will be deducted from a $100 order.

Two-page trade ads, under the heading "Colossal clean sweep," will run in *Drug Topics, Electrical Merchandising, Hardware Age, Housewares Review, Jeweler's Circular-Keystone, Mart* and *National Jeweler*. Three-page ads are scheduled for *Home Furnishings Daily* and *Traffic Builder*.

Are you using
all ten reliable guides
to the right
Architectural Magazine*

1. Audit Bureau of Circulations Statement

(*June 30, 1958*)



More architects—and more engineers—subscribe to *Architectural Record* than to any other architectural magazine. (See recapitulation of architect and engineer circulation on pages two and three of A.B.C. statements.)

2. Rate Card

Architectural Record offers advertisers the lowest rate per page per 1,000 architect and engineer subscribers.

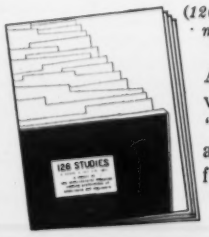
3. Dodge Documented Market Coverage

(*studies of* Architectural Record's *coverage based on all architect-planned work reported by F. W. Dodge Corporation in 21 states in 12-month periods*)

94% of all architect-planned nonresidential building; 77% of all architect-planned residential building is *verifiably* in the hands of *Architectural Record's* own architect and engineer subscribers. (Minimum size of projects: nonresidential $10,000; houses $8,000.)

4. Summary of Readership Studies

(*126 studies sponsored by building product manufacturers and advertising agencies*)



Architects and engineers have voted *Architectural Record* "preferred" in 115 out of 126 advertiser-sponsored studies for which results are available.

Hose Hues Get Push in Du Pont, Chemstrand Ads

(*Continued from Page 3*)

w'th the theme "A smart woman knows: You're only half dressed if you're not wearing stockings."

The third ad will run in the March 14 *New Yorker* and will promote color in both hosiery and lingerie. "Have yourself a color fling" is the headline; the art shows four models in a fun house with their skirts blowing high.

A one-minute color tv commercial is scheduled for June 27 and July 25 on the "Perry Como Show" (NBC-TV). Set to a mambo background, the commercial reminds women, "Don't forget your nylons," and shows the effect a pair of good-looking gams has on a group of men. Doyle Dane Bernbach is the agency.

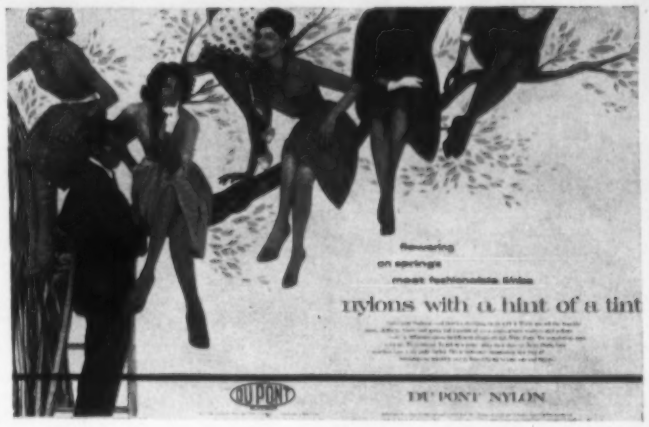
■ Du Pont has a four-pronged campaign utilizing local advertising in newspapers and radio along with a national campaign on tv and in the fashion books.

The first ad, an Easter promotion, will be a color spread in the March 15 *Vogue* with the headline, "Flowering on spring's most fashionable limbs, nylons with a hint of a tint." The illustration shows six girls perched in a tree. On March 17 and 18, the same theme will be promoted in a half-page blue-and-black ad in 20 newspapers.

For Mother's Day, a color page in the May 3 *New York Times* will suggest nylons as "the Mother's Day gift of the year." The photograph shows a bouquet with the flowers formed of tinted nylons.

To combat the summer practice of going barelegged, the company will run a color page in the June and July issues of *Glamour* with the theme "Oh oh Lady, you forgot your stockings." The first two weeks in July this theme will also be used in a singing commercial with the Honey Dreamers on 63 radio stations. A pre-Easter and a summer tv commercial are also planned on the "Today" show (NBC-TV).

■ Display and point of sale aids, plus a selling hints folder, fact card and a 22-minute color sales training movie are available to stores. Batten, Barton, Durstine & Osborn is the agency. #



LIMBS ON A LIMB—*Du Pont displays five stocking shades in this color spread, scheduled for the March 15 issue of Vogue. Batten, Barton, Durstine & Osborn is the agency.*

Newspaper Week Unit Named

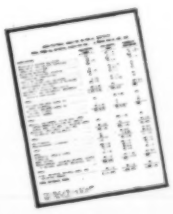
G. Richard Dew, general manager of the Pennsylvania Newspaper Publishers' Assn., has been named chairman of the 1959 National Newspaper Week. Serving on the week's executive committee are Glen E. McNeill, Tennessee Press Assn.; Edgar S. Bayol, National Editorial Assn.; Jones W. Giles, Alabama Press Assn.; Homer J. Given, South Dakota Press Assn.; Ben Blackstock, Oklahoma Press Assn., and Stanford Smith, American Newspaper Publishers Assn. President of the Newspaper Assn. Managers, sponsor of the "week," is William A. Bray, general manager of the Missouri Press Assn. The event will be held Oct. 15-22.

Kummer Joins Houck

Frederic A. Kummer has joined Houck & Co., Roanoke, Va., as copy director. He formerly was group copy head at Ross Roy Inc., Detroit.

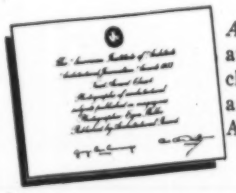
5. Comparative Editorial Analyses

(by pages, by subject matter)



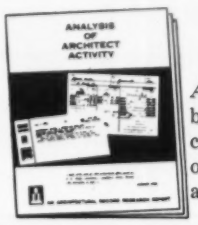
Architectural Record publishes more editorial pages than any other magazine in its field — including more on the design of both nonresidential buildings and residential buildings.

8. Editorial Awards



Architectural Record has won forty awards for editorial excellence including five out of six awards to architectural magazines by The American Institute of Architects.

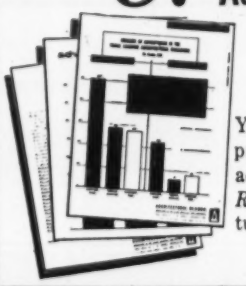
6. Analysis of Architect Activity



(an accurate record of the work of over 1,000 architectural offices)

Architectural Record's editorial balance reflects its exclusive access to the activity record (developed from *Dodge Reports*) of every active architectural firm in the U.S.

9. Comparative Advertising Analyses



(by pages, by advertisers, by continuous advertisers, by major product categories)

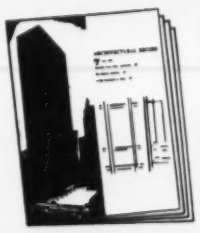
Year after year more building product advertisers place more advertising pages in *Architectural Record* than in any other architectural magazine—69% more in 1958.

7. Editorial Research

(outline of the significance of Eastman Editorial Research Service to publishers and advertisers)

Highly respected Eastman Editorial Research Service is employed exclusively in its field by *Architectural Record.*

10. The Magazine Itself



Every page of *Architectural Record* is edited specifically for architects and engineers. And editorial content is continuously timed and balanced with the aid of *Dodge Reports* to be of top value to architects and engineers in terms of the work on their boards.

Architectural Record

"Workbook of the active architect and engineer"

119 West 40th Street
New York 18, New York
OX 5-3000

* Please send me the items circled below to help me select the right architectural magazine for my advertising:

1 2 3 4 5
6 7 8 9 10

NAME_____
TITLE_____
COMPANY_____
ADDRESS_____

Just like the pied piper and his fife . . .

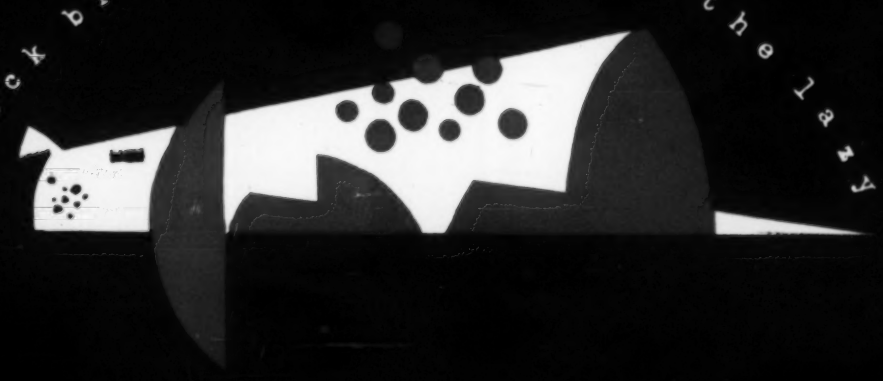
people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

the quick brown fox jumps over the



communication

These twenty-six letters are basic tools
of advertising. Combined into words large and small,
strung into sentences long and short, they help
to communicate advertising ideas
to a vast reading and buying public. Result?
The most prodigious economy any nation has ever known.

Oh, yes, numerals also help to communicate ideas
that require precise, quantitative measurement.
Example: In 1958 FORTUNE carried 1,833 pages
of advertising. This made it, again, the #1 magazine
in the national monthly field.

For those who prefer to spell it out: Number One.

Either way it communicates a powerful selling idea . . .

FORTUNE gets results

Sunbeam Bread Tops Starch Best-Recalled Outdoor Ratings for Third Successive Time

MAMARONECK, N.Y., Jan. 13—For the third consecutive period, a Sunbeam bread poster led in the Daniel Starch & Staff outdoor ratings. For the four weeks ending Dec. 3, a Sunbeam poster was remembered by 69% of the people ten years old or older, living in the markets where the poster appeared.

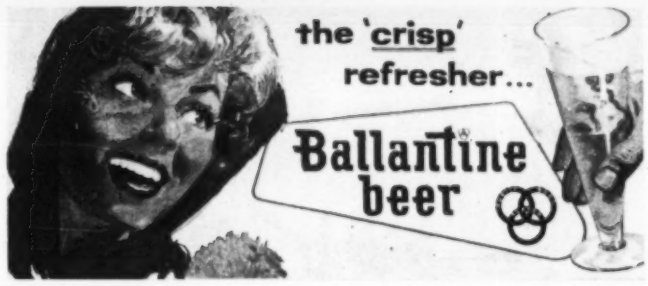
Second spot for the period went to Rheingold beer, which also held second ranking in the previous period, with a remembrance rating of 49%. Third place was won by Ballantine beer, with a 45% rating.

Others in the top ten on the remembrance scale and their scores were Coca-Cola (44%), Wrigley's gum (42%), Budweiser beer (41%), Carnation ice cream (40%), Esso-Atlas battery (40%), Calso-Chevron (39%) and Miller High Life beer (38%).

■ Rankings of the top ten, with the exception of Sunbeam, were lower than the previous period, when only the lowest three had scores of less than 50%.

On the Sunbeam rankings, Starch comments: "Periodically, [Sunbeam] used illustrations other than Miss Sunbeam, some people feeling that her appearance on the loaf of bread was sufficient. Our continuing readership program, plus a special study in the *Houston Post*, demonstrated conclusively that readership is consistently higher when Miss Sunbeam is used as the major illustration."

Starch interviews are conducted in 28 urban markets. To facilitate comparison, scores are equated to a uniform No. 100 showing. #



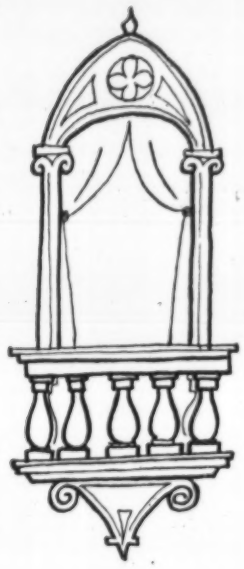
LEADERS—*In one, two and three spots in Daniel Starch & Staff's continuing study of outdoor were Sunbeam bread, Rheingold beer and Ballantine beer for the four weeks ending Dec. 3.*

Wagner, Glamur in Drive

E. R. Wagner Mfg. Co., Milwaukee, and Glamur Products Inc., Syracuse, are joining in a national ad promotion. The Jack Paar show (NBC-TV), under Wagner sponsorship, will demonstrate Wagner's Rollermatic sweeper and will introduce the Carpeteer rug-cleaning applicator for use with Easy Glamur rug cleaner. Newspapers, radio and consumer publications will be used to support the campaign.

'Life' Boosts Hotchkiss, Adds 2

Gerald G. Hotchkiss Jr., formerly on the sales promotion staff of *Life*, New York, will move to London to take the new position of European promotion manager for the international editions of *Life*. *Life* also has appointed William J. Cunningham and Gordon B. York, both formerly with *McCall's*, to its New York advertising sales staff.



JULIET
...will be here

SERVICE PLUS:

You can depend on our shipping department to deliver... the fastest, safest, and most economical way.

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732

ELECTROTYPES, NICKELTYPES, PACOTYPES, STEREOTYPES, MATS, R. O. P. COLOR MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES

Where do you get BETTER SERVICE than at P&A?

ST

In passenger-car advertising

LIFE IS FIRST AGAIN

In the year 1958, passenger-car advertisers again ranked LIFE first among all magazines. Manufacturers in this PIB classification bought more pages, put 2½ million more dollars in LIFE than in any other magazine—a 32% greater investment in LIFE than in the next leading magazine.

This confidence in LIFE on the part of advertisers is matched by the enthusiasm of readers.

The Year-End Issue of LIFE hit a high in circulation—6,250,000 copies—a figure never before achieved by LIFE, never approached by any other general weekly or bi-weekly.

Passenger Car & Vehicles Advertising Investment
January-December, 1958

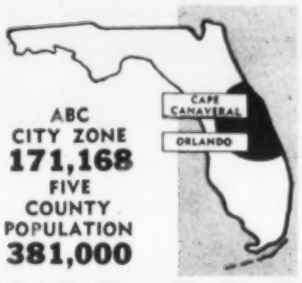
Rank	Magazine	Dollars	Pages
1st	LIFE	$10,569,476	274.64
2nd	Post	8,002,037	235.81
3rd	Look	3,492,175	108.00
4th	Time	3,258,998	193.89
5th	Reader's Digest	1,828,300	51.00

Source: Jan.-Nov., PIB (T110);
Dec., Publisher's estimate

ONLY LIFE gives you so much selling power . . . so swiftly, so surely

9 Rockefeller Plaza, N. Y. 20, N. Y.

Gateway to the MOON



ABC CITY ZONE 171,168
FIVE COUNTY POPULATION 381,000

100,000
DAILY CIRCULATION

Orlando Sentinel-Star
ASK BRANHAM

Orlando Sales Soar

$46 Million Plus In General Merchandise During 1957

321 Pct. Ahead of Florida Avg.

276 Pct. Ahead of National Avg.

— From Sales Management

Bell Named Schmidt President

Donald L. Bell, formerly vp and sales director of E. F. Schmidt Co., Milwaukee printing and lithographing company, has been elected president of the organization. He succeeds E. F. Schmidt, who has become board chairman. Others elected are Paul C. Treviranus, vice-chairman of the board; Donald F. Schmidt, exec vp; Robert A. Krauss, vp and sales director; Herbert A. Fuhry, secretary, and L. E. Oswald, treasurer and assistant secretary.

Johnson Joins Reinhold

Peter O. Johnson has joined Reinhold Publishing Corp. as district manager in Chicago of *Materials in Design Engineering*. Mr. Johnson previously was an advertising salesman for Howard Publishing Co. and the *Chicago Daily News*. He succeeds A. E. Fountain, vp of Reinhold in charge of its Chicago office, who will devote full time to administrative duties because of the expansion of the Chicago staff.

Durham Papers Boost Dailey

A. F. Dailey, for the past five years retail advertising manager of the *Morning Herald* and *Sun*, Durham, N. C., has been promoted to assistant ad director. E. H. Moore, formerly ad promotion manager of the papers, succeeds Mr. Dailey as retail ad manager.

Leonard Joins McGraw-Hill

James Dwight Leonard, formerly director of sales promotion for a number of Fawcett publications, has joined McGraw-Hill Publishing Co., New York, as promotion manager of *Engineering News-Record*.

Y&R Adds Lehn & Fink Abroad

Lehn & Fink Caribbean Corp. has appointed Young & Rubicam offices in Mexico and Venezuela to handle its advertising.

Awards to Salesmen Are New Feature of Chicago Auto Show

CHICAGO, Jan. 13—In addition to its usual glamor, the 51st Chicago Automobile Show, Jan. 17-25, features a new incentive plan for salesmen in the U.S. auto exhibits.

The Chicago Automobile Trade Assn. said it will distribute $7,500 in 300 individual $25 awards to salesmen displaying "personality, enthusiasm and knowledge of the product in contacts with the public."

Representatives of the association will observe salesmen in action at the show, and will pay cash to the winners on the spot. The Buick Chicago Metropolitan Dealers Assn. said it would match any awards won by Buick salesmen.

About 1,200 Chicago area U.S. car salesmen are expected to spend some time in their respective exhibits. While the auto show is not designed primarily as a market, many sales are begun or consummated on the floor of the huge International Amphitheatre.

Show officials said attendance may top last year's record of 518,-521. A price tag of $20,000,000 has been put on the show, including cost of equipment. #

Beltone Hearing Names Franks Marketing Services Head

Beltone Hearing Aid Co., Chicago, has appointed Theodore W. Franks director of marketing services. Mr. Franks formerly headed his own management consultant company, T. W. Franks & Associates.

Theodore Franks

Mr. Franks will direct Beltone's expanded marketing activities, which will include a continuous consumer research program and the development of advanced marketing techniques for the company's independent distributor outlets.

Schaar Opens PR, Copy Shop

Edward Schaar, a 20-year veteran of industrial advertising in Chicago and Los Angeles, has opened a copywriting, sales promotion and public relations service at 8421 Wilshire Blvd., Beverly Hills, Cal. He will specialize in service to technical and industrial accounts, especially in the electronics, aviation and missiles field.

All-Canada Boosts MacKay

J. Stuart MacKay, general manager, has been promoted to vp and managing director of All-Canada Radio & Television Ltd., broadcast representative and Canadian distributor for radio and tv program producers. He succeeds G. F. Herbert, who has resigned.

Goldsmith to 220 TV Inc.

James E. Goldsmith, formerly sales manager of KMOX-TV, St. Louis, has been appointed sales director of 220 Television, St. Louis, which is launching a new tv station in St. Louis this spring on Channel 11.

Seagram Promotes Newman

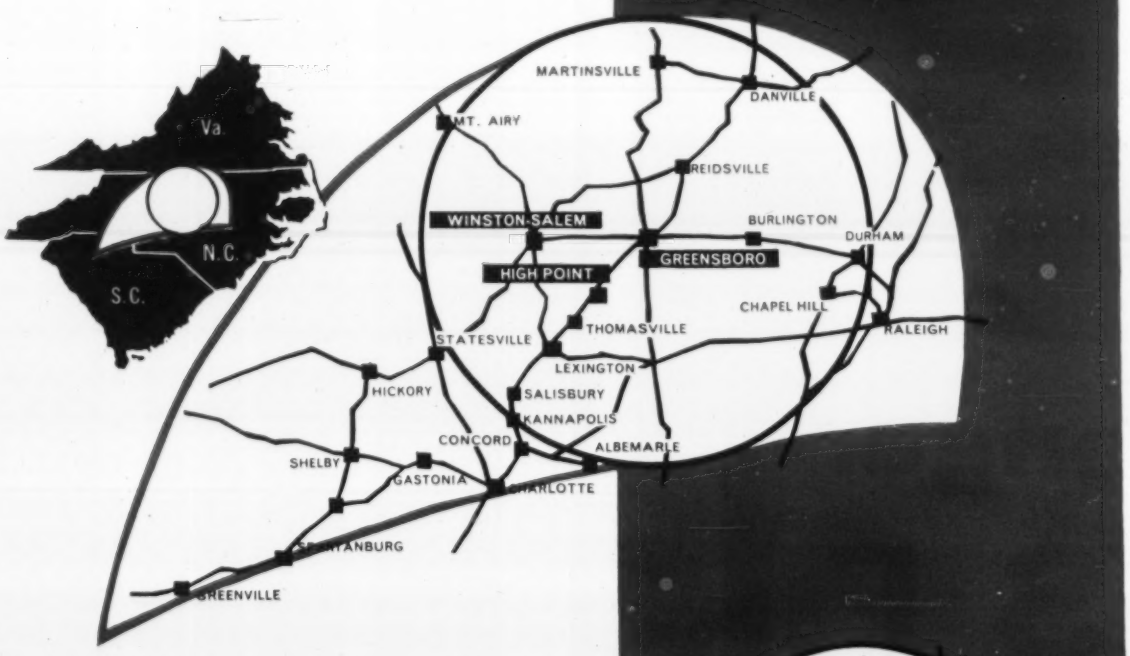
Jerome A. Newman, formerly national sales manager of Seagram's Golden gin, has been named national sales manager of Seagram's 7 Crown whisky, a new position at Seagram Distillers Co., New York.

'American Weekly' Boosts Hall

Richard C. Hall, formerly with the merchandising service division of *The American Weekly*, New York, has switched to the supplement's sales staff.

this is the Piedmont Industrial Crescent . . .

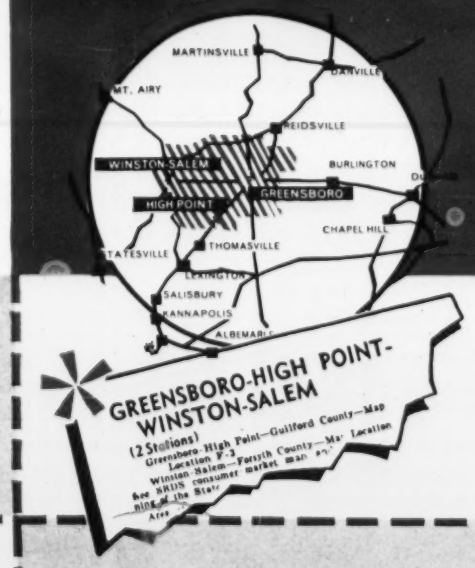
and it's Dominated by wfmy-tv



The Piedmont Industrial Crescent is a unique concentration of buying power . . . a vast "area laboratory" . . . stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban complex created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.



This Is North Carolina's Interurbia

. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.

2 CBS

wfmy-tv

GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco, Atlanta, Boston, Detroit

THE CHICAGO SUN-TIMES
HAS MOVED INTO
THE

NUMBER
2
SPOT

IN TOTAL FULL RUN ADVERTISING

IN 1958

Now Leads
The Daily News by over 400,000 lines

Now Leads
The American by over 7,000,000 lines

Source: Media Records, Inc.

CHICAGO **SUN-TIMES**
WHERE GREAT THINGS ARE HAPPENING

Nathan Joins Burlingame

Henry Nathan has joined Burlingame-Grossman Advertising, Chicago, as an account executive. He previously was with the Biddle Co., in Chicago.

Reynolds Joins AMA

Edward B. Reynolds, formerly with U. S. Rubber Co., has joined the American Management Assn., New York, as marketing division manager.

Mutual Gets New Ones

Mutual Broadcasting System, New York, has lured back two former advertisers and one newcomer to network radio. The returning pair are George H. Luft Co. (Dowd, Redfield & Johnstone), which will co-sponsor Walter Winchell for its Tangee cosmetics line, and Standard Brands (Compton Advertising), which bought newscasts for Instant Chase & Sanborn coffee. *Popular Science* (Schwab, Beatty & Porter) ordered newscasts to spur newsstand sales of its January issue. Dowd, Redfield & Johnstone took over the Tangee account from Calkins & Holden late last year.

McCann Names Light VP

Gerald Light, account group head at McCann-Erickson, New York, has been appointed a vp. Mr. Light was director of advertising for the CBS-Columbia division of Columbia Broadcasting System before joining McCann.

Gear Up for Boom, 'SEP's' Schruth Urges LA Admen

LOS ANGELES, Jan. 13—With California on the threshold of its greatest boom in history, western admen must be ready for it and, in fact, anticipate it, Peter E. Schruth, vp and advertising director of *The Saturday Evening Post*, told members of the Advertising Club of Los Angeles last week.

Noting that in just five or six years California will be the most populous state, he warned that the deserts and mountains of the West are no longer barriers behind which local and regional businesses can be built.

Mr. Schruth asserted that western advertising will not always be regional, as so many believe. "I firmly believe that it is not true, except for a few exceptions like banks or utilities."

■ He said there are now many western industries spreading across the Rockies, and he predicts there will be many more in just a few years. From this he expects to see a larger percentage of national advertising centered here.

Mr. Schruth said the growth of the West is the agency man's brightest promise, but also the greatest problem. He said if he were running an agency in California, whether a national or regional operation, he would have two thoughts in mind:

1. How can I prepare my account to go national?

2. Will I be prepared to service my account if it goes national?

In his opinion, the great influx of people from other parts of the country presents a tough problem to a western company in that these people are conditioned by advertising of competing products which are distributed nationally. This means national companies can pick up these people as customers again, whereas the western company must change buying habits of long standing.

■ One answer to this is for western companies to expand their marketing territory so they sell people before they begin their westward trek, Mr. Schruth said. "Even if a company goes national with just one product, they get more than national distribution. They get national recognition for the brand name of the company.

"So long as your population is booming due to migration, these factors will be important in regional versus national thinking." He said that one thing to help immediate marketing needs while preparing for national distribution is the split run flexibility which national magazines are now offering.

"If a product is unknown to people entering the West, then isn't it doubly important that the product should be advertised in a publication that is known to these people?"

■ Mr. Schruth said that right now the biggest problem with split runs is communications. Many western advertisers are interested in them but it is necessary to line up advertisers for the rest of the country.

To meet this problem, the *Post* has set up a regional advertising clearing house where advertisers can register their requests for split runs. "With regional advertisers clearing through this center," he said, "I think the use of split runs will increase rapidly, putting the power and prestige of national products behind those regional products or nationally distributed products which for a variety of reasons want to accent western circulation only." #

WIS-TV Offers Research

WIS-TV, Columbia, S. C., has made arrangements with Prof. Robert King of the marketing department of the University of South Carolina to supervise a team of 30 interviewers, who will make a series of studies as a service to advertisers and agencies. Law Epps, sales manager of the station, said five surveys are planned for 1959. He said the new merchandising unit would also be able to handle custom assignments designed to meet the needs of specific clients. Mr. Epps said WIS-TV will bill clients at cost for this service.

Ace Advertising Creates Ad and Sales Division

Ace Advertising Services, New York, has established a direct advertising and sales promotion division, Landres-St. George, with headquarters at 39 Chambers St. The division will be headed by Joel Landres, board chairman of the parent company, and Bela St. George, formerly vp and creative director for Horace H. Nahm Co.

VIDEOTAPE™

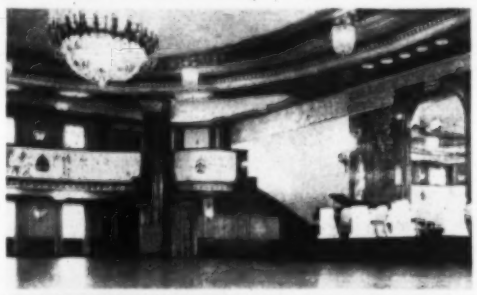
Dynamic new dimension in TV advertising

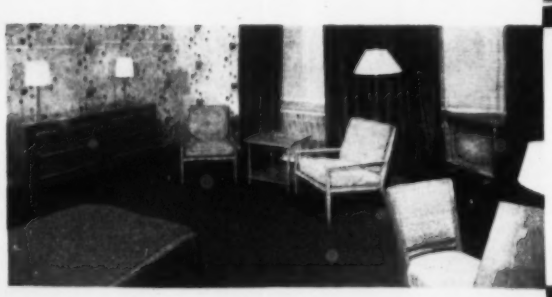
PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP REDWOOD CITY, CALIFORNIA

for pitching,
displaying,
conventioning,
wining and dining
or sleeping...

The Sheraton is Chicago's Hotel for Ad Men!





THE BRASS BULL

What's your pleasure? Need a small room for a new business presentation? A ballroom for a grand affair? Are you conventioning? Entertaining? Or, just staying overnight?

The Sheraton Hotel, Chicago, answers all of your requirements with the "just right" room or facility... with a staff that *anticipates* your every need!

And, if you have yet to dine at the new BRASS BULL you've a new Sheraton treat awaiting. For steak, or cocktail break it's the most delightful new place in town. THE BRASS BULL, featuring Chicago's newest sensation—Jimmy Cassidy at the honky-tonk piano!

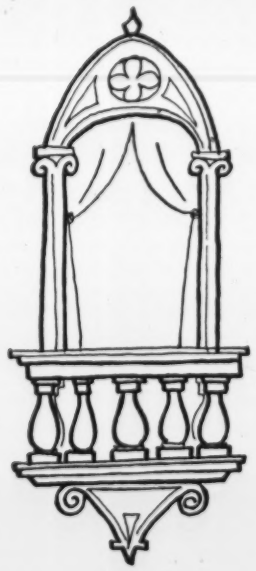
Try The Sheraton Hotel next time. If you're in the advertising business you'll certainly be among friends.

SHERATON HOTEL

Michael T. McGarry, General Manager *The Home of the Chicago Press Club*

505 N. MICHIGAN AVENUE CHICAGO 11, ILLINOIS • Tel. WHitehall 4-4100

FOR RESERVATIONS CALL: NEW YORK—CHickering 4-0700 • WASHINGTON—COlumbia 5-2000 • DETROIT—WOodward 1-8000
LOS ANGELES—DUnkirk 2-7171 • SAN FRANCISCO—EXbrook 2-8600 • PHILADELPHIA—LOcust 8-3300



JULIET
...will be here

1958 marked our 25th consecutive year of total advertising leadership in Delaware Valley, U.S.A.

The Philadelphia Inquirer

The outlook for business in Delaware Valley, U.S.A. in 1959 is promising. Last quarter Federal Reserve Board figures for department store sales show marked increases over 1957 in each month. Inquirer acceptance in the market can help your sales picture, too. Our "Continuing Study of Buying Expectations and Product Use" enables you to gauge your potential in the Delaware Valley market. Inquirer representatives have the facts and figures for you.

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

★★ THE DENVER

The Voice of the Rocky Mountain Emp

Denver, Colo.—Climate Capital of the World

Vol. 67, No. 121

BUILDINGS PLANNED

How String of Skyscrapers May S

Here is the concept of the proposed Cherry Creek development, with municipal, hotel, office and apartment structures projected onto an aerial photo made by Dean Conger, Denver Post photographer. Post artists have imposed the archi ings at their ap

Denver Business Hi Record Mark in 195

Colorado Farm Tills At Fullest

By DICK PROUTY
Denver Post Staff Writer

Record harvests of wheat and potatoes boosted Colorado's 1958 farm income to its highest leve since 1952, the U. S. Department of Agriculture said Thursday.

Floyd Reed, USDA statistician in Denver, said 1958 Colorado farm income would total $560 million, compared with the record of $503 million set six years ago. Colorado farmers and ranchers received $477 million for last

Building Records Predicted In Booming Denver, Suburbs

Denver building for the first 11 months of 1958 was $3.6 million ahead of the same period in record setting 1956 and nearly $20 million over 1957, Donald S. Harter, chief building inspector, said.

Harter said it was probable that the city will establish a record for building this year.

A record year in the suburban areas was forecast by incomplete figures.

Jefferson County, for example, issued $23,654,384 worth of permits for the first 11 months of 1958, compared with $22,633,218 for the same period last year.

Adams County had $18,948,586 for the first 11 months of 1958 as against $10,650,336 for the same period a year ago. Arapahoe County figures were not available.

The valuation of all Denver building permits issued up to Dec. 1 stands at $96,860,510, compared to $93,257,195 for the first 11 months of 1956.

NEW MARK NEAR

Past record for valuation on construction was the $102,120,565 set in 1956, Harter said. If permits are granted at the current pace through the remaining part of the year, the old record will be toppled, he said.

Denver Stakes Claim As Top Sheep Mart

By RED FENWICK
Denver Post Staff Writer

have long regarded Chicago as the wholesale sheep market of the country. Hayes declared

Faith In Ar Cred

It's official 1958 is going books as the b ver business.

The business of the Denver merce reporte November and "continued thi and Denver among the fe growing eco will prove a

A report b rector of th said that a t ver's stayin and being or ly affected cession was

POST

HOME EDITION

ire

5 Cents, 72 Pages

OVER CREEK

traddle Cherry Creek

ects' impression of the proposed build- oximate locations. For closeups and descriptions of the 12 units, each numbered to correspond with this photo, turn to back page of this edition.

Cost Figured At $32 Million

By HARRY WALKER
Denver Post Staff Writer

A $32 million plan to erect 12 multi-story buildings over the bed of Cherry Creek was presented Monday to representatives of Mayor Will F. Nicholson, members of City Council and other officials.

The buildings would be located along a two-mile stretch of Cherry Creek between Downing St. and W. Colfax Ave. They would include two hotels, three apartment houses, five office buildings and two municipal buildings with adjacent landscaped access and parking areas.

The project would be private

sented at the ... ing Dec. 23.

Land rentals would produce for the city more than $100,000 ... taxes in excess of

during a Denver visit by John Colquhoun Tysen, president of Previews, Inc., with headquarters in New York City.

U.S. Counts Boulder in Denver Area

The United States government today recognized rapid expansion of Denver by adding Boulder County to Denver's standard metropolitan area.

The addition of Boulder County increases the Denver metropolitan area's population to 836,500, and its retail sales to $1,189,969,000, based on estimates published May 10, 1958, by the Survey of Buying Power.

Metropolitan area ... ignated by ... and ... counties ... (Gwinnett ... Port Arthur, Te... County); Columbia, ... (Lexington County); Denver (Boulder County); Fort Worth (Johnson County); Minneapolis-St. Paul (Washington ... Oklahoma City

ts 58 ea lited

now. The year into the record st ever for Den-

research divisi... Chamber of C... i that busine... early Dece... s year's firm ... held its pos... large cities w... nomies, and 195... ecord year."

y Lois Wenzel, di... research bureau, ... major factor in Den... ; ahead of the rest ... ly slightly and brief... by the national re... this:

h Denver business-

one of America's Great Newspapers covering the nation's third fastest growing major market

CIRCULATION

Evening, except Saturday . . . 253,410
Sunday 334,121
Empire Magazine and Comics . 362,919

A.B.C. Publisher's Statement
September 30, 1958

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

Food Budgets to Climb 9%

Food industry leaders say they will raise 1959 advertising budgets by 9%, according to a survey conducted by *Food Engineering*. 77% of the respondent presidents said their companies will bring out new or improved products and 87% expect bigger profits in 1959. Market research will get a 17% budget boost and technical research a 13% hike, executives reported to the McGraw-Hill publication.

Gould to Home Products

Bernard Gould, for the past eight years vp in charge of sales and advertising of Associated Products Inc., has joined American Home Products Corp. as an assistant to the president.

Milton Berle Authors Novel About Advertising

NEW YORK, Jan. 13—Admen can get set for another novel depicting Madison Ave. as a jungle inhabited by cannibals.

The latest version of "The Hucksters" will come from Milton Berle, who has collaborated on a novel with author John Roeburt. Mr. Berle, it may be recalled, once described agency men as people with "charcoal gray hearts."

The Berle-Roeburt novel, to be called "Earthquake," will be published by Random House next May. *Variety* published an excerpt from the manuscript in its current issue.

The excerpt introduces the hero, Richard Harding, a principal in the New York agency, Brant, Bellows, Appleby & Harding. Here is Mr. Harding ruminating on life on Madison Ave.:

• "He tried desperately now to project away from himself. Not to be so subjective, so self-flogging. He imaged his associates in Brant, Bellows & Appleby against one wall in the big conference room. He then ordered flannel-mouthed Zach Stachel and the Princeton prodigy, Doobs, into the lineup.

• "He glared balefully at Stachel and Doobs, as if hating this pair more than his former associates in the agency. Harpies. Show them a wound and they're right in there pecking at your flesh. If one of them ever again patronizes me to impress Brant, or edits my ideas, damn me if I don't kick him right in the butt.

• "He looked darkly at the lineup again, individualizing them each in turn, while the electronic eye clicked its discovery of concealed metal.

• "Harding nodded calmly with the discovery, not one bit surprised over it. Bellows got a knife out for me; also Appleby, Stachel and Doobs. We dropped $5,000,000 billings last year—Chesterfield switched, Chrysler got economy-complexed, Rector and Gumpel took their soap back to radio. Bellows has me tagged for scapegoat, to save his own face. . ."

■ Back in 1955, after Mr. Berle had ended seven years on television with his own show, he wrote an article for *TV Guide* giving his impression of the Kudner agency. "Those agency guys back there in New York have charcoal gray hearts," he said.

Mr. Berle claimed that he was approached to do the Buick show before Jackie Gleason but turned it down because he didn't want to do 39 shows. Kudner promptly denied that Mr. Berle was ever offered a renewal.

To which Mr. Berle replied: "Sure, they'll deny that I was offered the contract, because they are a big organization, but let's not get dirty. But—if they want to play dirty, I can play dirty, too." ≠

You'd be hooping it up too, with 59 new advertisers just since July
That's growth! that's vitality!
POST
you'd be hooping it up, too, with MORE Than 30,000 Subscribers in your family of readers

COPY CATTING?—*More than a family resemblance is discernable in these two ads. The ad plugging The Saturday Evening Post first appeared in Advertising Age Oct. 20. It was followed by the newspaper ad, from the Texarkana Gazette, on Dec. 18. About 4,000 copies of the newspaper were airlifted and distributed on New York's Madison Ave. during a newspaper strike.*

Kudner Adds One, Boosts Two

Kudner Agency, New York, has been named to handle advertising for Colorforms, Norwood, N.J., maker of a line of arts, crafts and toys. Kudner also has elected Lester S. Rounds, director of promotion, and Ed Spitzer, merchandising director, vps of the agency.

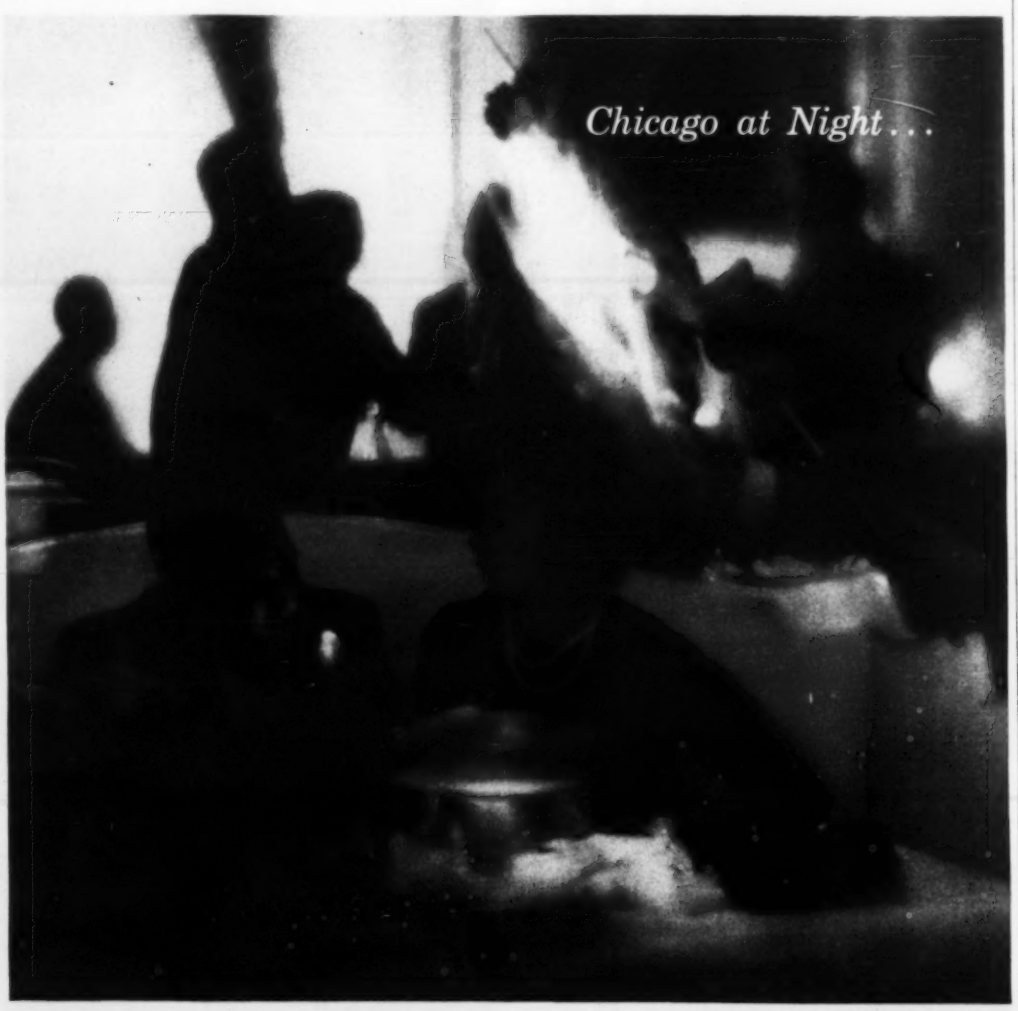
Ross/Reisman Adds Two

Ross/Reisman/Naidich, Los Angeles, has added two members to its staff: Les Nelson, formerly of KFOX, Long Beach, Cal., and Gloria Jean Pereira, formerly with Reeves, Andrews & Stern, Los Angeles.

THE MAN THE PUBLISHERS FORGOT
(...'til now!)

He's the farm store owner. Now a new magazine, FARM STORE MERCHANDISING, helps him and more than 30,000 of his busy brothers sell a flock of products to a booming farm market. Learn more about the market advertisers shouldn't forget in BPRD Classification 44A or by writing to . . .

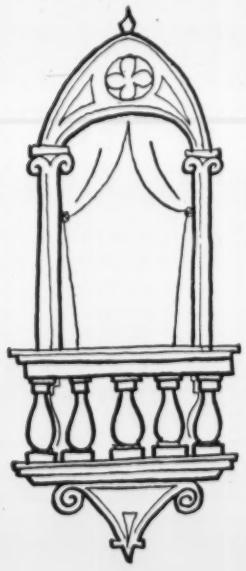
FARM STORE MERCHANDISING
THE MILLER PUBLISHING CO.
Box 67, Minneapolis 40, Minn.



Operation Smoothie. Man about town or occasional stepper outer, his choice calls for kudos! He's going first class, all the way . . . And earlier in the day his preference was equally appropriate: he specified SUPERIOR ENGRAVING, where quality and service are the same for one and all.

For Superior Service, Superior Quality . . .
call SUPERIOR now!
215 WEST SUPERIOR STREET, CHICAGO 10, ILLINOIS
CHICAGO'S FOREMOST PHOTOENGRAVING AND OFFSET PLATEMAKING PLANT

SUPERIOR ENGRAVING COMPANY
CALL
NIGHT
DAY
SUperior 7-7070



JULIET
...will be here

did you know that the married woman . . . America's No. 1 purchasing agent for the home . . . is also America's most faithful Radio listener? Just one more reason why **Spot Radio is such a powerful sales-maker.**

KOB	Albuquerque	WINZ	Miami	KCRA	Sacramento
WSB	Atlanta	WISN	Milwaukee	WOAI	San Antonio
WGN	Chicago	KSTP	Minneapolis-St. Paul	KFMB	San Diego
WFAA	Dallas–Ft. Worth	WTAR	Norfolk	KOBY	San Francisco
KOSI	Denver	KFAB	Omaha	KMA	Shenandoah
WANE	Fort Wayne	WIP	Philadelphia	WNDU	South Bend
KPRC	Houston	KPOJ	Portland	KREM	Spokane
WISH	Indianapolis	WJAR	Providence	WGTO	Tampa-Orlando
KARK	Little Rock	WRNL	Richmond	KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

ARF Sets Seminar Series

The Advertising Research Foundation will sponsor a 13-week series of seminars on Operations Research for advertising and marketing personnel. The seminars will be given Thursday evenings Feb. 5 through April 30 and will be conducted by three members of the Operations Research group at Case Institute of Technology—Drs. Russell L. Ackoff, E. Leonard Arnoff and John D. C. Little.

Praktina Names New Agency

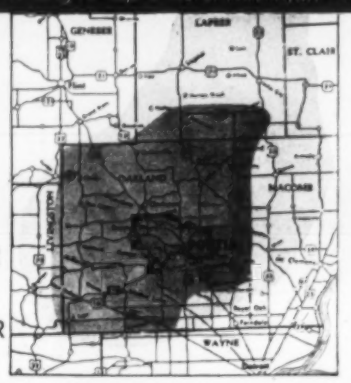
Standard Camera Corp., importer of the Praktina and Praktica cameras, has appointed Wunderman, Ricotta & Kline, New York, to handle advertising and direct mail. Lewin, Williams & Saylor is the previous agency.

PONTIAC, MICHIGAN

FIRST IN SALES PER HOUSEHOLD $7,559

among 10 top cities of Michigan

74 OUT OF 100 PRESS HOMES TAKE NO OTHER DAILY NEWSPAPER



92% ABOVE U.S. AVERAGE

ABC NET PAID 58,467

Population	87,900	Sales per Household	7,559
Households	24,550	Food Sales	41,184,000
Consumer Spendable Income	$166,752,000	Drug Sales	6,788,000
Income per Household	6,792	General Merchandise	30,410,000
Total Retail Sales	185,565,000	Apparel	21,180,000
(Source: 7-1-58 SRDS est. of Consumer Markets)		Home Furnishings	14,697,000
		Automotive	29,786,000
		Filling Stations	12,306,000

PONTIAC PRESS

PONTIAC • MICHIGAN

Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit

Doyle & Hawley, San Francisco and Los Angeles

Sears Prices Dip 1%, Spiegel's 2%, Aldens' 3%; Ward's Up 1%

CHICAGO, Jan. 13—Average price levels in the new spring-summer catalogs of Sears, Roebuck & Co., Spiegel and Aldens are down slightly from those in the big books a year ago, the three companies have reported. In the new book of Montgomery Ward & Co. prices are up less than 1%, Ward says.

All four companies last week began distributing their 1959 spring-summer general catalogs.

Edward Gudeman, Sears, Roebuck vp in charge of merchandising, said a compilation of prices, based upon a sampling of more than 2,000 items in all categories, show prices in the new Sears book are 1% below the 1958 spring-summer book. The largest reductions appear in home furnishings, and wearing apparel, automotive, sporting goods, housewares and specialty groups also reflect price declines, he said.

"Despite continuing rising living costs, prices in the new Sears catalog are just 2.7 points above the 1947-49 index," he said.

The 1,412-page Sears catalog contains approximately 135,000 items of consumer goods. It will be distributed to more than 8,000,000 homes.

■ Montgomery Ward reports that the prices in its new book are "approximately the same as those listed in the 1958 fall-winter catalog." A comparison of identical staple items in all merchandise lines of the two Ward catalogs shows the average price level up eight-tenths of 1%.

Ward said some merchandise items carry lower price tags, particularly in clothing, bedding and fabric lines.

The 910-page Ward catalog will be distributed to more than 6,000,000 families.

Spiegel reports prices on an over-all average are between 2 and 2½% lower than last year in its new 528-page book.

■ Prices in the 70th anniversary spring-summer catalog of Aldens are 3% below the 1958 catalog, Aldens reported. Although mailing is not scheduled for completion until Jan. 26, Aldens is reducing prices on fall book orders for merchandise shown at lower prices in the new catalog. Aldens says more than 6% of all items in the new catalog are repeat numbers, priced lower.

The 572-page Aldens book contains 26 more pages than Aldens' spring-summer catalog, with every third page in the book a color page.

Scattered through the catalog, 70 items are designated as "value extra" numbers, in celebration of Aldens' 70th anniversary. Another anniversary feature is a monthly jingle contest, in which $12,000 in prizes is offered. ≠

First National offers for 1959...

99% PERSONAL INTEREST*

Much as we'd like to, we can't quite claim a spotless record for personal interest, because one of our people recently forgot to smile and greet a customer. You see, his wife broke the fried eggs that morning, the dog chewed up the paper ... and ... well, it was an unusual case. We'll keep working, of course, toward 100% personal interest in 1959. This, along with such things as convenient locations, dozens of handy bank services and the comfort of that "bank of safety" feeling, is what makes more people bank in Oregon save at First National than at any other place. For the highest interest in you, bank with First National Bank of Oregon.

BANK WHERE YOU CAN BORROW

FIRST National Bank of Oregon

Member F.D.I.C.

NEAT TWIST—*First National Bank of Oregon spoofs the banking business but gets across the idea that the bank takes care of its customers, in two-color newspaper ads in four Oregon cities, smaller b&w ads in other cities. Cole & Weber, Portland, is the agency.*

CBS-Hytron Appoints Shallow

James J. Shallow, formerly general manager of merchandising of the consumer products division of Philco Corp., has been named a vp of CBS-Hytron, Danvers, Mass. He will be general manager of the Columbia phonograph department of the CBS division. This department was transferred from Columbia Records to CBS-Hytron last month as a part of the expansion of the phonograph marketing and manufacturing operation.

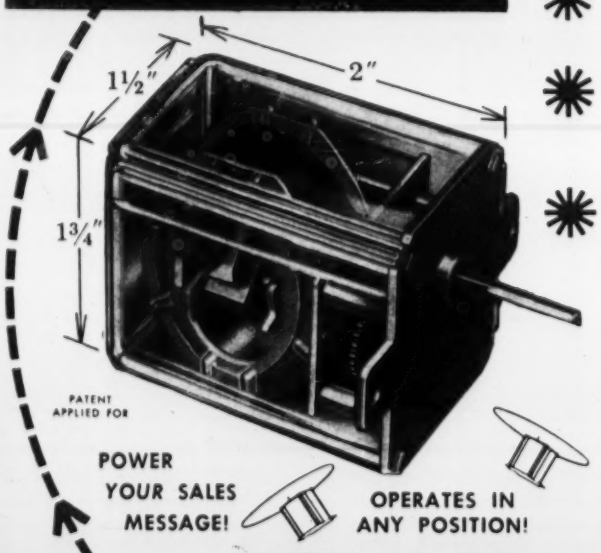
'McCall's' Boosts Summers

George S. Summers has been promoted from the ad staff to manager of *McCall's* Philadelphia office. He succeeds Alexander Edwards, who resigned to join *Sports Illustrated* last year.

Rockmore Adds Swirl Inc.

Swirl Inc., New York, dress manufacturer, has appointed the Rockmore Co., New York, to handle its advertising. Albert J. Silberstein, Bert Goldsmith is the previous agency.

NEW HANKSCRAFT BATTERY-OPERATED ROTARY DISPLAY MOTOR



UNIQUE DESIGN — compact; needs no maintenance

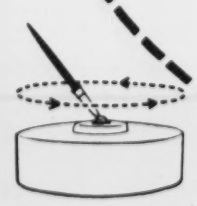
VERSATILE — use anywhere; rotates at pre-set speeds (either 1-, 6- or 60-rpm)

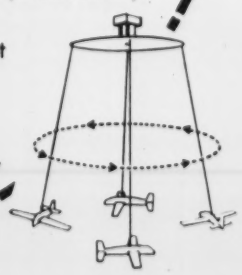
SAFE — runs for weeks on ordinary flashlight batteries

Just attach battery clip and this revolutionary motor animates your display smoothly, silently, and economically! Can be wired at factory for either clockwise or counterclockwise rotation. Get quotes today!

POWER YOUR SALES MESSAGE!

OPERATES IN ANY POSITION!





FREE ENGINEERING SERVICE — Send us a cutout dummy and rough sketch — we'll return them with the best motor for your use, together with a complete laboratory report.

HANKSCRAFT COMPANY

Display Motor Division

Reedsburg, Wisconsin

LA PRESSE

ROTOGRAVURE

Memo to Media Directors

Out of a possible 15 color pages, many Rotogravure issues are already closed for the first six months of this year.

In order not to be disappointed, we would suggest early reservations in French Canada's leading publication.

La Presse, Montreal

U.S. Representatives: Shannon & Associates Inc.

Best Seller in* NEW ORLEANS *because:

Here is a formidable coalition of magazine prestige and color, newspaper penetration and selectivity.....

the EXTRA dimension of great newspapers...

LOCALLY EDITED GRAVURE MAGAZINES

Akron Beacon Journal
Atlanta Journal and Constitution
Columbus Dispatch
Denver Post
Houston Chronicle
Indianapolis Star
Louisville Courier-Journal
Newark News
New Orleans Times-Picayune, Dixie Roto
Phoenix Arizona Republic
St. Louis Globe Democrat
Toledo Blade

12 of the best of the 52 Home Edited, Gravure Magazines by which you can reach any part or all of the nation

National Tea Co. Boosts Two

National Tea Co. has promoted Carl Mefford, formerly branch manager of the Memphis branch, to sales and advertising manager of the Minneapolis branch. He succeeds Walter Wheelock, who has been promoted to general manager of the Davenport branch. R. S. Corwin, formerly manager of the Detroit branch, has been reassigned to sales and advertising manager of the branch. He succeeds E. Rex Haislup, whose plans will be announced at a later date.

Wilson Earnings Increased

Consolidated net earnings of Wilson & Co. and its domestic subsidiaries were $7,760,991 in the fiscal year ended Nov. 1, 1958, which compares with $5,707,736 in the preceding year. Net earnings per share of common stock were $3.10 compared with $2.19 in the previous year. Total domestic sales for the fiscal year were $683,671,204, a 7% increase over 1957's $640,988,847.

H D Electric Names Arends

H D Electric Co., Deerfield, Ill., manufacturer of hook-on testing instruments for the utility and industrial markets, has named Donald L. Arends Advertising, La Grange, Ill., as its agency. The company previously was a direct advertiser.

Brussel Joins C&W, Detroit

Jack C. Brussel, formerly sales promotion director of WJR, Detroit, has joined the Detroit office of Cunningham & Walsh as account supervisor and director of client service.

Ohio Electric to Wagenseil

Hugo Wagenseil & Associates, Dayton, has been named to handle advertising for the Ohio Electric Utility Institute.

type *is the face*

you turn to the public

A copywriter knows the visual excitement created by a good headline. How many hours of hard work and frustration have gone into this part of the advertising message? How many have achieved greatness in copy for this alone? But how many good headlines have been destroyed by poor typographic presentation because of the inability, lack of experience and understanding on the part of the producer? You need a typographer that not only knows his business, but effective advertising as well. Advertising typography is the ATA member's business. He has made his reputation, not only for good typography but also for his ability to interpret an advertising sales message typographically. Why not phone your ATA typographer today?

It pays to set type right

ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, INC.

Executive Offices: 461 Eighth Avenue, New York City

AKRON, OHIO
The Akron Typesetting Co.
ATLANTA, GEORGIA
Higgins-McArthur Company
BALTIMORE, MARYLAND
The Maran Printing Company
BOSTON, MASSACHUSETTS
The Berkeley Press
H. G. McMennamin
Machine Composition Co.
BUFFALO, NEW YORK
Sahlin Typographic Service
CHICAGO, ILLINOIS
J. M. Bundscho, Inc.
The Faithorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.
Frederic Ryder Company
CINCINNATI, OHIO
The J. W. Ford Company
CLEVELAND, OHIO
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.
COLUMBUS, OHIO
Yaeger Typesetting Co., Inc.
DALLAS, TEXAS
Jaggars-Chiles-Stovall, Inc.
DAYTON, OHIO
Dayton Typographic Service
DENVER, COLORADO
The A. B. Hirschfeld Press
Hoflund-Schmidt Typographic Service
DETROIT, MICHIGAN
Arnold-Powers, Inc.
The Thos. P. Henry Co.
George Willens & Company
INDIANAPOLIS, INDIANA
The Typographic Service Co., Inc.
KALAMAZOO, MICHIGAN
Mahoney Typographers, Inc.

members

LOS ANGELES, CALIFORNIA
Adtype Service Co., Inc.
MILWAUKEE, WISCONSIN
Arrow Press
MINNEAPOLIS, MINNESOTA
Duragraph, Inc.
NEW YORK, NEW YORK
Ad Service Company
Advertising Agencies' Service Co., Inc.
Artintype, Inc.
Associated Typographers, Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
The Composing Room, Inc.
Composition Service, Inc.
Diamant Typographic Service, Inc.
A. T. Edwards Typography, Inc.
Graphic Arts Typographers, Inc.
Huxley House
Imperial Ad Service
King Typographic Service Corp.
Linocraft Typographers, Inc.
Master Typo Company
Chris F. Olsen
Frederic Nelson Phillips, Inc.
Philmac Typographers, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Harry Silverstein, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Typographic Craftsmen, Inc.
The Typographic Service Co.
Vanderbilt-Jackson Typography, Inc.
Kurt H. Volk, Inc.
NEWARK, NEW JERSEY
Barton Press
William Patrick Co., Inc.
PHILADELPHIA, PENNSYLVANIA
Walter T. Armstrong, Inc.
Alfred J. Jordan, Inc.
Progressive Composition Co.
Typographic Service, Inc.
PITTSBURGH, PENNSYLVANIA
Davis & Warde Inc.
PORTLAND, OREGON
Paul O. Giesey, Adcrafters
ROCHESTER, NEW YORK
Rochester Monotype Composition Co.
ST. LOUIS, MISSOURI
Warwick Typographers, Inc.
SEATTLE, WASHINGTON
Frank McCaffrey
TORONTO, CANADA
Cooper & Beatty, Limited

Pabst Will Brew All Blatz Beer After Feb. 15

MILWAUKEE, Jan. 13—Blatz beer will be produced only in Pabst Brewing Co. breweries after Feb. 15, Pabst announced last week.

The Blatz brewery here will be closed about Feb. 15. James C. Windham, Pabst president, said, however, that the Blatz plant "is not for sale." He added that the buildings will "receive a general overhauling in anticipation of growing Blatz volume."

Pabst will spend $1,250,000 to expand its facilities here, and will spend another $1,000,000 to enlarge facilities in its Peoria, Ill., plant. Blatz beer will be brewed and bottled, in addition to Milwaukee, at other Pabst plants in Los Angeles, Peoria and Newark.

■ Mr. Windham said the move "is an essential part of a nationwide program for expanding both the production and marketing of Blatz beer." He stressed that Pabst and Blatz would be separately produced in the four major plants.

He added that the relocation and expansion were dictated "by expanding sales and a shortage of capacity that forced Blatz to ration its distributors outside of Wisconsin during the peak months of June, July and August last year."

Pabst purchased Blatz Brewing Co. last July for $16,500,000 (AA, Aug. 4). #

New Book Publisher Formed

Pennington Press, a new book publishing company, has been established with headquarters at 1800 Wrigley Bldg., Chicago. It will be the publishing division of Merrick Lithograph Co., Cleveland. R. B. Pennington Jr. is president. Roy Protzman, formerly with Popular Mechanics Press and Windsor Press, is vp and general manager.

O'Connor Forms Company

Joseph L. O'Connor has resigned as director of merchandising of Fuller & Smith & Ross to head his own business, Marketing-Sales Plans Co., 41 E. 28th St., New York. It will develop incentive sales programs for industry, including premiums and creative art and production for advertising and sales promotion.

Bovard Joins Hammond Organ

Carl V. Bovard has been appointed sales promotion manager of Hammond Organ Co., Chicago. He formerly was sales promotion manager of Sealy Inc., Chicago bedding manufacturer. Hammond also has appointed Judd Taylor to the new position of educational and sales training director.

'Desert' Names Osborn

Clyde A. Osborn has been named director of advertising of *Desert Magazine*, Palm Desert, Cal., and will operate the publication's new Los Angeles office at 7046 Hollywood Blvd. Mr. Osborn formerly was on the Los Angeles advertising staff of Army Times Publishing Co.

Reach, McClinton Boosts Taylor

Arthur E. Taylor has been appointed vp in charge of media in the Chicago office of Reach, McClinton & Pershall. He had been a vp and account executive with the J. R. Pershall agency for the past 10 years.

Wright Joins Nor Cal Agency

Frank D. Wright has joined Nor Cal Advertising, Stockton, Cal., as a partner and account supervisor. He previously was promotion director of KOVR-TV, Stockton.

"Ad Requirements has created an alert and responsive audience"

BOZELL & JACOBS, INC.
Advertising and Public Relations

Advertising Requirements Magazine
Advertising Publications, Inc.
200 East Illinois Street
Chicago 11, Illinois

Gentlemen:

As Account Executive for an advertising and public relations agency, I find that I read most trade publications with a two-fold purpose in mind. One is to mentally digest any useful ideas contained in their pages, to add to the fund of knowledge that I find most ad men require to best conduct their business. At the same time, I evaluate the publication itself in terms of its appeal and the type of audience that it reaches.

Prior to the introduction of Advertising Requirements, I was convinced of the need of such a book to fill the void that then existed in reaching purchasing and promotion people in the advertising and graphic arts fields. The promotion of some of our clients' products to these groups had made it apparent that there was no one book geared to reach this market. AR answered this need without the handicap of waste circulation.

Advertising Requirements was a Godsend to us and to others by providing the necessary vehicle of communication that we were looking for. Furthermore, your articles on direct mail, publicity, photography, displays, etc., and your valuable case studies have created an alert and responsive audience. This has been reflected in the excellent calibre of responses received, evidence of good readership and interest.

I have also found that back copies kept on file, plus your yearly index, make a valuable reference source that I strongly recommend to any advertising and sales promotion man who wants to tap the field for new ideas. In my book, this all adds up to must-reading on a regular monthly basis.

Sincerely yours,

Harold Kaplan

Harold Kaplan
Account Executive

HAROLD KAPLAN
Account Executive
BOZELL & JACOBS, INC.

Mr. Kaplan and Bozell & Jacobs are typical of the advertising-promotion professionals you reach in the pages of Advertising Requirements. They are typical of the important buyers of advertising supplies and services who read and respond to AR ads and editorial features.

Beginning as a public relations agency in 1920, Bozell & Jacobs billed an estimated $19,000,000 in 1957. About $3,800,000 of this was used to purchase engravings, typesetting, photography, printing, artwork, etc., for its clients.

Mr. Kaplan studied advertising and marketing at Northwestern University, layout and illustration at the Art Institute of Chicago, industrial design at the Institute of Design. He has operated his own art and production studio, was advertising manager for an office duplicating machine manufacturer, and was a partner in a Chicago advertising agency.

For the past 11 years, Mr. Kaplan has been an account executive at B. & J., working with a large variety of such clients as Tilemaster Corp.; Labline, Inc.; and Phoenix Table Mat Co.

Advertising Requirements / Workbook of Advertising & Sales Promotion
200 E ILLINOIS ST • CHICAGO 11, ILL
PRINTING, PAPER & PLATEMAKING • DIRECT ADVERTISING • RADIO & TV PRODUCTION • LAYOUT & TYPOGRAPHY • AUDIO & VISUAL AIDS • SHOWS & EXHIBITS
SIGNS & DISPLAYS • PACKAGING & LABELING • ART & PHOTOGRAPHY • PREMIUMS, PRIZES & SPECIALTIES

British Ad Level Neared $1 Billion in '57, Says Report

Ad Assn. Quadrennial Report Finds TV Hurt Magazines, Not Dailies

LONDON, Jan. 13—Britain's total advertising expenditures in 1957 were £334,000,000 ($935,200,000), according to provisional figures compiled by the Advertising Assn.

This represented a gain of 8% over the $865,200,000 expenditure in 1956.

These figures, generally regarded here as authoritative, are contained in the third postwar survey conducted by the Advertising Assn. in cooperation with its member bodies, representing all segments of the advertising business. The association makes the survey every four years.

The latest survey covers the year 1956. However, in the course of doing the study, the association collected provisional figures for 1957, and these estimates are also included in the final report. (According to unofficial estimates here, Britain's advertising volume crossed the $1 billion mark in 1958.)

■ Three highlights from the survey are:

- Less than half of Britain's advertising in 1957 was placed by advertising agencies.
- Although advertising expenditure continues to climb, its ratio to national income is still below the prewar figure.
- More than half the total advertising was carried out by manufacturers advertising directly to the public.

■ The ratio of advertising to national income has shown a slow but steady recovery since the end of the war, when it was estimated at 1.2%. This proportion has now just about returned to the prewar level of approximately 2%.

But, the survey foreword notes, advertising costs seem to have been inflated above the average of other costs, mainly because of the heavy increase in the cost of printed material between 1938 and 1948. Consequently, when corrected for cost changes, the "real" 1956 ratio might be 1.8% as compared with about 2% in 1938.

■ The survey demonstrates the impact of commercial television as a new advertising medium in Britain.

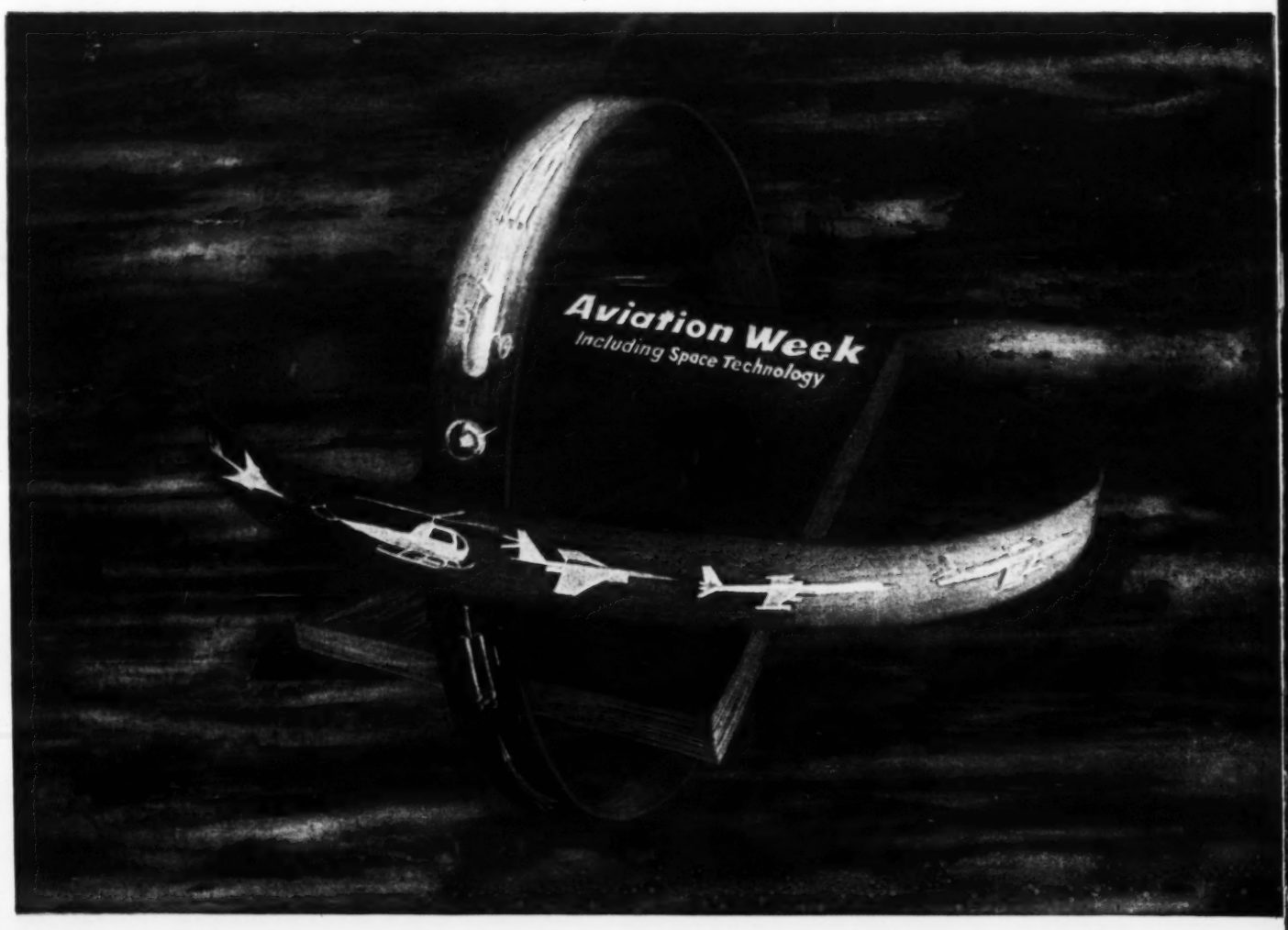
Total expenditure on tv is put at $6,720,000 in 1955, the first year of commercial tv here; $29,680,000 in 1956; and about $75,600,000 in 1957. These figures include production costs.

"Thus in 1957 this medium represented about 8% of total advertising," the survey noted. "In view of the fact that much larger figures for television advertising expenditure have generally been accepted up to now, it may be explained that the difference is due to the fact that the television program contractors, particularly in the early days of their operations, gave very substantial discounts to their clients, other than those set out in the published rate cards."

The survey reported that besides the introduction and growth of television advertising since 1955, there had been a notable expansion in advertising in national newspapers.

■ Between 1952 and 1956 advertising in this group doubled. There are indications of a further increase of some 14% in the display advertising revenue of national papers between 1956 and 1957.

"It is interesting," says the survey, "that this expansion in advertising revenue occurred in a



A McGRAW-HILL PUBLICATION, 330 WEST 42nd ST., NEW YORK 36, N. Y.

The Roney doesn't appeal to just everyone

because the Roney is different from all other Miami Beach hotels — no chrome, no neon. Everything is on the grand scale . . . acres and acres of tropical gardens, a three-block-long sun-drenched private beach, huge swimming pool and Cabana Colony. There are even putting greens, tennis courts, and entertainment nightly, too. Naturally, as in all Schine Hotels, every inch is air-conditioned, and there's a free, large-screen TV in every room.

With all of this, Roney rates are low . . . 53 of 283 rooms per day per person double occupancy **$14** to Jan. 31st **$16** Feb. 1st to Mar. 15th Including Breakfast and Dinner. European Plan Available.

THE WORLD-FAMOUS
Roney Plaza HOTEL
one of America's really fine resorts
For Reservations call:
N.Y.: MU 8-0110
(Open Sun.)
Chi.: AN 3-6222
Miami Beach: JE 1-6011
or See Your Travel Agent
7 acres On the Ocean at 23rd St., Miami Beach

period when circulations remained virtually constant and advertising rates did not increase very greatly, so that the increase was mainly due to increased advertising volume per copy."

Between 1952 and 1956 there was an equally large expansion of expenditure by national advertisers in the provincial press. Expenditure of this kind rose from about $23,800,000 to about $47,600,000.

While local classified advertising in the provincial press did not increase at anything like the same rate, there was a growth in this kind of advertising of about 25%.

■ "It would appear, therefore," the survey said, "that the newspaper press was not adversely affected by television advertising in 1956, though the slowing up of expansion during 1957 may have been due, at least in part, to the growth of the new medium.

"Magazines and periodicals, however, seem to have been affected earlier. They show little expansion in their advertising revenue between 1955 and 1956, while a slight decline is indicated for 1957.

"Indeed, it was deduced during the present enquiry that in 1956 some publishers in this group must have been charging reduced rates to some clients. As a result of this pressure from the growth of television and of expenditure by national advertisers in the national and provincial press, the share of the magazines in the total advertising bill dropped between 1952 and 1957.

"All this occurred despite an increase in the circulations of weekly and monthly magazines; there was a particularly large increase in the monthly magazines, due to the growth of some women's magazines."

■ Comparing the ratio of advertising expenditure to national income in the international field, the survey notes that the British ratio was 1.5% in 1953 and 1.7% in 1956. This is set against a figure of 2.6% for the U. S. in 1953 and 2.9% in 1956.

The survey points out that the U.S. figure for 1956 slightly exceeded the prewar level, while the British figure for 1956 was slightly below the prewar level. On the other hand, starting from 1948 as a base year, the advertising ratio has increased more in Britain than in the U.S.

■ The proportion of the nation's advertising bill handled by agencies has grown from 42% in 1938 to 49% in 1956. Immediately after the war, and until 1951, it was below the prewar level. But since then it has shown a steady growth.

The survey attributes this to the growth of national brand advertising in provincial newspapers which must, almost without exception, be handled through advertising agencies as a matter of economics.

Although their proportion of the whole has grown slowly and steadily, the expansion in the total advertising bill has meant that gross turnover of agencies had increased 200% by 1956, taking 1948 as a base of 100.

The survey put the gross turnover of advertising agencies at $316,960,000 in 1954; $366,520,000 in 1955 and $423,920,000 in 1956. This represented, respectively, 45.3%, 47.3%, and 49% of the total advertising bill during those years.

■ Fees paid to agencies and consultants totaled $8,400,000 in 1956, compared with $3,920,000 in 1952. The cost of advertising departments within advertisers' own companies was put at $50,400,000, compared with $25,700,000 in 1952.

The cost of consumer advertising in relation to consumer expenditure is now about the same as in 1938, measured as a constant factor cost, the survey reports. At current market prices, the ratio of advertising to consumers' expenditure is about 3%. The cor-

26th ANNUAL INVENTORY OF AIRPOWER ISSUE

PUBLISHING DATE: MARCH 9, 1959

In twelve swift-paced months, aviation's galloping technology has made dramatic breakthroughs in all areas of flight. Commercial jet transportation became a reality. Corporate fleets can now pick from a number of turbo jet or prop jet aircraft. An ICBM has flown successfully over its full range of capability. Aircraft flying at twice the speed of sound are now operational with the USAF. Larger and more complicated satellites were hurled around the globe. Actual attempts were made to orbit the moon. Space Technology has excited the imagination of the entire industry.

Event followed event with such rapidity that interpreting their significance has been difficult for even the most well informed engineering-management men. Once again, they need a concise, penetrating analysis and forecast of world airpower.

ONLY ONE SOURCE FOR THE ANSWERS

Industry's decision makers, turn to the industry's top reporting team—AVIATION WEEK's 32-man editorial staff of graduate engineers and aviation specialists . . . The men whose full-time job is to ferret out and report world aviation events. In the Inventory Issue, they will bring into focus the significance of hundreds of technological and marketing developments witnessed in 1958 and interpret their impact on future technological growth.

CONTENTS OF THE INVENTORY ISSUE

Charts, graphs, tables, specifications will cover in detail, budgets, missiles, manufacturing, engineering, avionics and many more areas of military and civil aviation. The Inventory Issue has been relied on for 25 years as the only complete authoritative source for detailed specifications on U.S. and foreign aircraft, missiles, helicopters and now space vehicles.

YOU BELONG IN THE INVENTORY ISSUE

Over 70,000 key engineering-management men, decision makers in the industry, are eagerly awaiting this important issue. They will read . . . study . . . and refer to the Inventory Issue throughout the year. Here is a rare opportunity to place your sales message in a climate of proven editorial impact. Because of its long use life, you get as a bonus . . . MULTIPLE EXPOSURE . . . of your sales message. In addition, a reader service card is included to facilitate the handling of thousands of inquiries generated by this important issue.

For additional information on this once-a-year opportunity . . . write, wire or better yet phone your AVIATION WEEK district office. Regular space rates apply.

Aviation Week
Including **Space Technology**

ABP ABC ABC JUNE 1958: 69726

executives

can you use

$1500 - $2500 or $5000?

Arranged by phone

Your own signature is all that is required. No collateral . . . no endorsements . . . no red tape. Our simplified form has fewer questions . . . privacy is assured at all times. Payments may be spread over 2 years.

**BORROW THIS MONTH—
NO PAYMENTS TILL APRIL**

Call Mr. C. C. Lyons, Vice Pres.
MUrray Hill 2-5000

COMPLETE BANKING SERVICES for BUSINESS and the INDIVIDUAL

INDUSTRIAL
BANK OF COMMERCE
Main Office: 56 East 42nd Street
Other offices throughout the city
Member Federal Deposit Insurance Corporation
Available to residents of N. Y. Metropolitan area including Conn. and N. J.

Distribution of British Advertising Expenditures by Media

Type of Advertising	1938	1948	1952	1956	1938	1952	1955
	($000,000 omitted)				Per Cent		
1. Press							
National & London evening newspapers	$ 46.8	$ 33.9	$ 67.6	$133.0	17.1	12.7	15.4
Provincial newspapers	40.3	62.5	84.0	117.6	14.8	15.6	13.9
Magazines, periodicals	25.2	28.8	64.4	87.6	9.2	12.0	10.4
Trade, technical	18.8	36.4	56.0	61.6	6.8	10.4	7.1
Other press	2.8	2.8	3.4	4.5	1.0	0.6	0.5
Production costs	9.2	16.8	19.6	32.2	3.4	3.7	4.1
Total press	143.1	181.2	295.0	438.5	52.3	55.0	51.4
2. Poster, transport	14.8	30.5	30.5	42.0	5.4	5.7	4.8
3. Outdoor signs	7.0	9.8	18.2	30.8	2.6	3.4	3.6
4. Radio	4.8	—	1.4	2.2	1.7	0.3	0.3
5. Television	—	—	—	29.7	—	—	3.4
6. Screen	2.0	7.5	8.1	15.4	0.8	1.5	1.8
7.* Catalogs, leaflets, calendars, etc.	28.0	35.0	58.8	98.0	10.3	11.0	11.3
8.* Window, interior displays	21.3	15.4	44.2	62.7	7.8	8.2	7.3
9.* Exhibitions	16.8	27.2	28.0	32.2	6.1	5.2	3.7
10. Samples, premiums, gift schemes	11.2	2.8	11.2	34.2	4.1	2.1	3.9
11. Miscellaneous	10.4	5.3	11.2	14.6	3.8	2.1	1.7
12. Administration	14.0	23.2	29.7	58.8	5.1	5.5	6.8
Total	273.4	337.9	536.3	859.1	100.0	100.0	100.0
* Point of purchase (included in total under 7, 8, 9)	31.4	23.8	57.4	85.4	11.5	10.7	9.9

responding ratio of current factor cost is about 3½%. These average ratios are similar to the prewar ones.

The accompanying table shows expenditure broken down over the various media for the three reports and a comparison with the prewar figures of 1938. #

S. C. Johnson Introduces Upholstery Foam Cleaner

S. C. Johnson & Son is currently introducing to the trade an addition to its automotive products—an upholstery foam cleaner for use on leather, plastics, woven synthetics and deep-pile wool and cotton interiors. The new product, with a suggested retail price of $1.25, will be promoted to the consumer starting in April. Tv will be the principal medium. The product will also be included in newspaper ads which promote the Johnson car line. Foote, Cone & Belding, Chicago, is the agency.

Thayer Joins Purex; Company Shifts Brand Assignments

Oliver Thayer has joined the advertising department of Purex Corp., South Gate, Cal., as brand advertising manager. He formerly held a similar post with Max Factor & Co. His product assignments will include the liquid and dry Trend detergents and Blu White dry bluing.

Purex also has made other new brand manager product assignments. Cloyd Howard is now responsible for Sweetheart soap, Beads O' Bleach, Protex deodorant soap and News detergent, while Jack Spillman will handle Purex liquid bleach, Pine Fresh Dutch Cleanser and Wrisley bag soap.

Rand McNally Names Nine New Metropolitan Areas

Nine new "metro" areas have been designated in the 90th edition of the "Commercial Atlas & Marketing Guide," published by Rand McNally & Co. The new metropolitan areas are Poughkeepsie, N.Y.; Battle Creek, Mich.; Raleigh, N.C.; Springfield, Mo.; Colorado Springs, Colo.; Green Bay, Wis.; Sioux City, Ia.; Appleton, Wis., and Racine, Wis.

To be eligible for Rand McNally "metro" rank, a city, plus the actual extent of its suburban development, must have a combined population of at least 100,000. The new atlas may not be purchased but may be leased for $55 a year.

Huppower Names Randall

The Huppower division of Hupp Corp., Detroit, has named Fred M. Randall Co., Detroit, as its advertising agency. Huppower manufactures an electric remote power steering unit for outboard motor boats, car heaters, fans, thermostats and related products.

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

. . . most specifically, advertising that is written with a sure sense of what it takes to make a businesspaper reader sit up and take notice. Here are three of a series of folders prepared by ABP to help you get your full money's worth from your businesspaper advertising.

They're yours for the asking:

1. MAN IN THE MIDDLE... Eight folders (wrapped in a convenient file folder) on copy themes for advertising in merchandising papers. Each folder analyses a specific sales objective . . . suggests copy slants that work . . . shows typical examples of advertising that has done a job of selling more to—and through—dealers. No charge.

2. HOW TO MULTIPLY YOURSELF . . . Companion booklet to ABP's sales training film of the same name. This 18-page folder contains the entire film script and art. Can be used for film preview purposes by you or your clients or for independent distribution to clients' sales staffs. No charge.

3. BUSINESSPAPERS . . . THE "WORKING PRESS" . . . Spells out the function of the business press in today's fast-moving economy. Shows the intensified use of the medium by American businessmen. Illustrates effective businesspaper campaigns—and tells what makes them work. No charge.

Just write to any ABP member publication or the Business Service Department of:

THE ASSOCIATED BUSINESS PUBLICATIONS

205 East 42nd Street, New York 17, N. Y.
201 North Wells St., Chicago 6, Illinois
1004 National Press Bldg., Washington 4, D. C.

OF THE SEVEN MAJOR SOUTHERN METROPOLITAN AREA MARKETS*

MEMPHIS IS . . .

3rd**

IN CONSUMER SPENDABLE INCOME PER HOUSEHOLD

1.	Dallas	$7,058
2.	Atlanta	6,714
3.	**MEMPHIS**	**6,288**
4.	Houston	6,190
5.	Birmingham	6,161
6.	New Orleans	5,814
7.	Louisville	5,775

"To Sell the SOUTH . . . You Must Sell MEMPHIS"

* Areas in the 500,000 to 1,000,000 population group.
** S.R.D.S. October 15, 1958

THE COMMERCIAL APPEAL MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

QUANTITY PHOTOS SELL ANYTHING . . . ANYWHERE!
QUANTITY PHOTO CO., 119 W. HUBBARD ST., CHG. 10

Write for FREE photo packet

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

THEY PUT READING ON A C.O.D. BASIS

While a practical businessmen is on the job, he expects a cash return for his time. Including his reading time. And he's willing to pay cash on the line for a product he needs.

That's why there's nothing leisurely or haphazard about the way a businessman reads his businesspaper. He knows his businesspaper delivers the information he needs. He reads purposefully, attentively — alert for news of his trade or industry. For new methods and materials. For fresh, profitable ideas that can bring him cash returns.

He finds as much of what he needs in the advertising as he does on the editorial pages—and consequently reads it with the same searching concentration.

To put the results of your advertising on a cash basis, make sure the men you want to reach give it their full concentration—in the pages of their businesspapers.

Good business advertising works best in a good businesspaper.

As an advertising man, you know that any publication's value as an advertising medium depends on its editorial strength. You know that your advertising achieves the greatest effectiveness in the publication with the most editorial muscle.

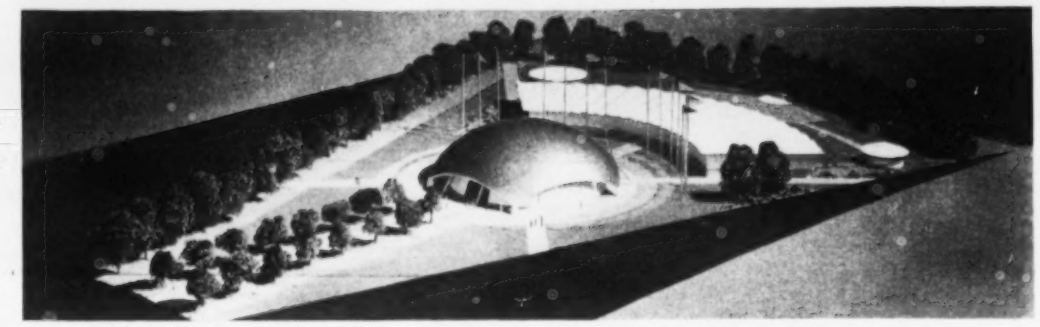
How do you choose among businesspapers? One positive way is by recognition of the ABP symbol. It's been a sure indication of editorial independence and publishing integrity for more than 50 years. Another simple way: check the paid circulation. People don't keep paying for businesspapers they don't read. All ABP papers are bought and paid for. All are members of ABC. Currently, more than 3 million subscribers spend over $15,500,000 annually to read them.

Put your advertising in ABP businesspapers. You can be sure they're good businesspapers read by men who mean business.

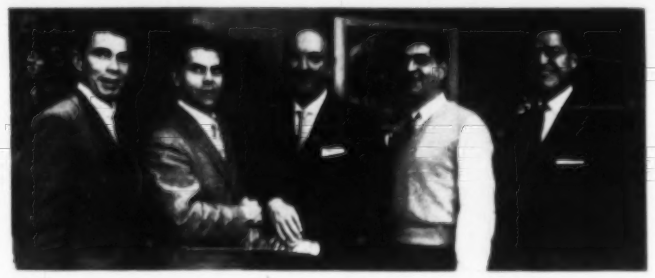
MOST OF THE BETTER BUSINESS PUBLICATIONS DISPLAY THIS SYMBOL . . .

THE ASSOCIATED BUSINESS PUBLICATIONS ABP

PHOTO REVIEW OF THE WEEK



AMERICA IN MOSCOW—*Shown here is a model of the first modern American buildings to go up behind the Iron Curtain—the buildings to be constructed in Moscow for next summer's U.S. scientific, cultural and technological exhibit. The Russians will have a similar display in New York. The U.S. exhibit, designed by Welton Becket & Associates, Los Angeles, will consist of a gold anodized aluminum dome, developed by R. Buckminster Fuller and built by Kaiser Aluminum & Chemical Corp. Behind the dome will be a fan-like structure with an accordian pleated metal roof. Other structures include a concert shell and a food concessions building which will feature hot dogs and hamburgers.*



Fogg Harlan Hemingway Ochs Anderson

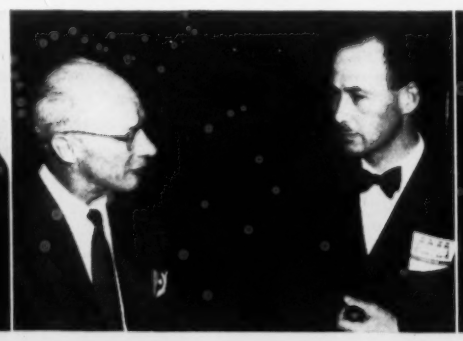
HOSPITALITY ROOM—*J. A. Folger Coffee Co. provided its own collection of authentic antiques to furnish this hospitality room set for a recent one-day video taping session at KTVU, Oakland. Present were Don Fogg, of Folger, and, from Folger's agency, the Harris, Harlan Wood division of Fletcher D. Richards Inc. (now Fletcher Richards, Calkins & Holden), Ridge Harlan, creative director, and Porter Anderson, vp, as well as Ace Ochs of Fletcher D. Richards in Los Angeles, and Frank Hemingway, newscaster for Folger.*

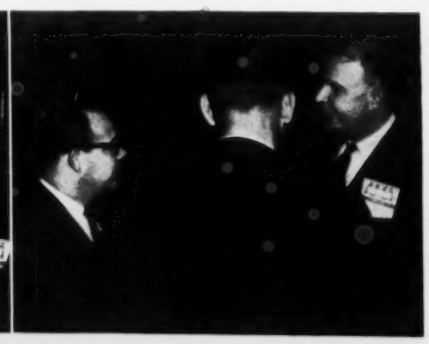
SLEEPER—*Johnson & Johnson will use this color page in Ladies' Home Journal, Good Housekeeping, Parents' Magazine, True Story and Baby Care Manual in February to kick off the promotion of its new Baby Liquid Cream. N. W. Ayer & Son, New York, is the agency.*

HIGH COMPRESSION—*Chemstrand will use the old amusement park gag of an air blast from below to compress an array of colored stockings and color nylon lingerie into a single photo in this ad, scheduled for The New Yorker March 14.* *(Story on Page 3.)*

Edwards Scott Milne Cervin Bow Spence O'Brien Meanwell Wilson

CANADIAN CONFERENCE—*About 150 marketing men were attracted to the sixth annual seminar of the Toronto chapter of the American Marketing Assn., which focused on "marketing for management." Planners of the session included Dr. George A. Edwards of Canadian Oil Cos.; Robert G. Scott of Maclean-Hunter Publishing; and Jack N. Milne of MacLaren Advertising, chapter president. Dr. Edwards and Mr. Scott co-chaired the meeting. Looking startled at something said by Dr. V. B. Cervin, research psychologist with Imperial Oil, is R. G. Spence, new marketing director of Lever Bros. Ltd., while Mrs. Eleanor Bow, of Brewers' Warehousing, seems to take it in stride. Another conversation absorbs Richard D. O'Brien, of Needham, Louis & Brorby; Harry B. Meanwell, Ford Motor; and Philip Wilson, Shell Oil.*



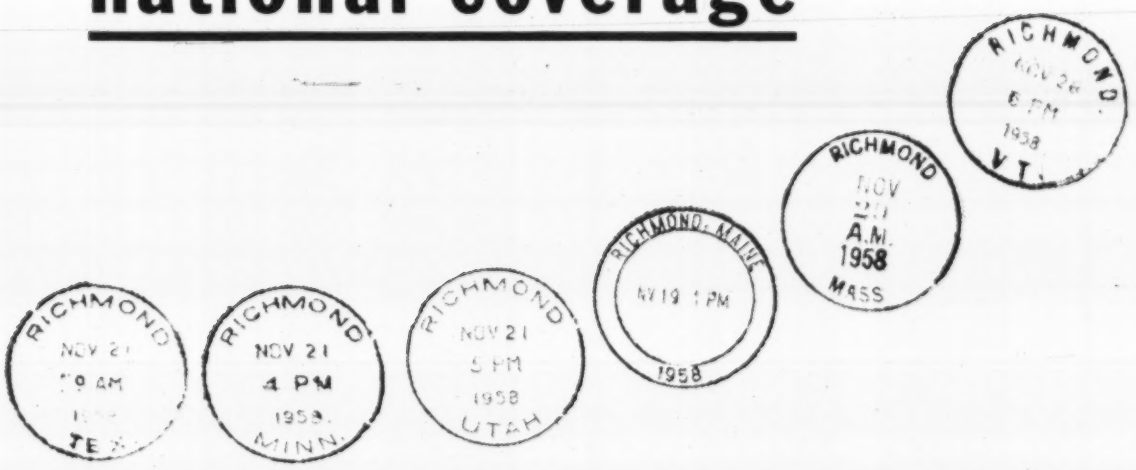


Brown Smith Mair Barnet Finlayson Williams Kober Culos Chop

IN CANADA—*At the sixth annual seminar of the Toronto chapter of the American Marketing Assn. Logan R. Brown of Lever Bros. and Wendell R. Smith, vp of Alderson Associates and president of the American Marketing Assn., lend their ears to Mace Mair, general manager of the Poster Advertising Assn. of Canada. Two seminar speakers, Dr. E. M. Barnet, professor of marketing at Northwestern University, and S. M. Finlayson, president of the Canadian Marconi Co., have a private word. W. E. Williams, president of Procter & Gamble, and Ted W. Kober, Vickers & Benson, form another duo. Peter Culos, of International Surveys, and Edward Chop, of Canadian Oil, face each other across an unidentified third person. About 150 marketing men were in attendance at the seminar.*

The postmarks are actual reproductions

Grit reaches Richmonds all over the map to help give you balanced national coverage



Many magazines with good metropolitan-area coverage will reach the Richmondites of Virginia. But for total marketing success you must sell the people in 21 other Richmonds—most of them non-suburban small towns where conventional mass media are weakest. Only one national publication —Grit—concentrates on small towns, is avidly read in 16,000 of them each week. That's why you need Grit to help provide *balanced national coverage*. It costs little to add Grit to any schedule, and Grit is worth more than the little it costs.

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc. in New York, Chicago, Detroit, Philadelphia, and by Doyle & Hawley in Los Angeles and San Francisco

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER

Holland Has No Qualms Over Pushing Drugs He Probed as Top U. S. Expert

(Continued from Page 2)

particularly attractive because none of the other offers involved a proprietary interest. In advertising, he believes, he has found a field with good earning potential and an opportunity to become "his own boss."

■ Dr. Holland's first major job after obtaining his medical degree from New York University was with the Manhattan Engineer District at Oak Ridge, Tenn., when he was in the Army's medical branch during World War II. After the war, he remained with the Atomic Energy Commission, in charge of medical work at Oak Ridge.

His acquaintance with the marketing problems of the drug industry dates back to 1950, when he became medical director of Armour Laboratories in Chicago. During four years in this job, he helped find markets for new products developed in the company's laboratories, and he became aware of the intensive competition in the field.

"When I came to the Food & Drug Administration, I told them I would not be able to stay longer than five years," he says. "About two years after I arrived, I had a very outstanding offer, but I did not feel at liberty to accept. Now that I have completed five full years, I feel I have filled my commitment."

■ At Food & Drug, according to Commissioner George P. Larrick, Dr. Holland has occupied a post which, from the standpoint of the consumer, is one of the most important public health positions in the nation.

No new drug can be marketed until the bureau which he heads has reviewed and cleared it. He also participates in the supervision for purposes of safety of all existing food and drug products, and in the regulation of honest labeling.

Because of the importance of the post and the difficulty of recruiting medical personnel for top level government jobs, Congress recently voted funds to permit this job to pay up to $19,000, which is as much as the government pays for many sub-cabinet positions.

■ The Enloe agency, which is 10 years old, currently bills about $3,000,000, almost entirely for drugs advertised to the profession. Its procedures, worked out by Dr. Enloe, who also is a medical man, include the use of a medical council to advise on ethical and other sensitive points. The highly personable Dr. Holland hopes to build additional volume, and he says he would not hesitate to accept proprietaries if "the right kind" are available.

"There are a good many drugs being sold to consumers over the counter which are very worth while and useful preparations," he says. "While I can think of a good many I would not want anything to do with, on the other hand I would feel no hesitation about associating our agency with products which offer real benefit to the consumer."

■ Recently he attended meetings at the Department of Health, Education & Welfare where spokesmen for consumer organizations were highly critical of drug advertising. "This made me think about some of their products and their ads," he says. "In a lot of instances I found that the products were better than these consumer group spokesmen indicated.

"Apparently the ads were actually selling the products short. By using poor techniques, they left the impression that there was something questionable about the product itself."

■ From his key spot at FDA he recognized that government has been ineffective in coming to grips with some of the common complaints about drug advertising. But he isn't sure there is any answer, short of the kind of stringent regulation which would be a severe burden on the industry and of questionable benefit to the public.

"Sometimes in these competitive battles, the manufacturers resort to puffery to an excessive extent," he points out.

"It is not a pretty thing, and it is nothing to be happy about. But it is very hard for the regulatory agencies to deal with it.

"Fortunately, as in the aspirin-Bufferin-Anacin battle, the products themselves often have merit, so there may not be any real harm, as far as health is concerned," he says.

■ While he has an open mind on products that offer real help to the consumer, Dr. Holland has no patience with anything which "directly or indirectly" endangers health, either because it is unsafe, or because its advertising claims lead people to take unnecessary risks.

Last winter he was a central figure in the FDA's crackdown on Asian flu ads used by Listerine and other antiseptics.

"These ads were promising health protection which these products could not provide," Dr. Holland said. "Some people say we should have left the problem to the Federal Trade Commission. But in

PRODUCT DESIGN & DEVELOPMENT

JOINS CHILTON RANKS

Chilton trade and industrial publications now number 17

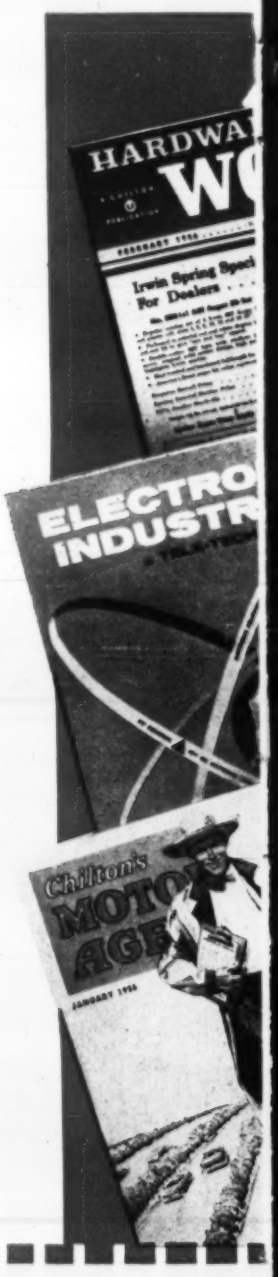
Starting with the February 1959 issue, Product Design & Development appears with a Chilton masthead. This means a bonus for both readers and advertisers—benefits which are assured through the diversified editorial and reporting staffs, excellent circulation systems, and expanded research facilities of the Chilton organization.

The publication, founded in 1946 by Franklin H. "Spats" Johnson, reaches an audience of 40,000 engineers and executives responsible for the design and development of durable goods manufactured in quantity for sales to consumers, business, industry and Government.

The publication offices of PD&D will move to Chilton headquarters in Philadelphia in the near future. "Spats" Johnson will continue as publisher, Franklin H. Johnson, Jr. as general manager, and the present organization and policies will be maintained.

In keeping with Chilton policy, the staff of PD&D will continue to devote full time to the publication—striving for editorial excellence and quality controlled circulation, assuring the confidence of readers and advertisers alike.

Chilton welcomes Product Design & Development.



Chilton COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries Boot and Shoe Recorder • Commercial Car Journal • Butane-Propane News • Electronic Industries • Motor Age

a matter where people might be inclined to forego shots, I felt no hesitation in recommending to the commissioner that we take immediate action."

■ At the Enloe agency he expects to develop a consulting service for drug marketers who have new products. "Many small companies lack the resources to study the markets for their products," he says. "We'll provide the kind of analysis and advice that big companies get through their medical directors."

He says he first met Dr. Enloe about three years ago at the offices of the Food & Drug Administration. Last summer Dr. Enloe proposed that Dr. Holland come into the agency under an arrangement which enables him to become a principal.

■ Once the decision to leave was made, Dr. Holland kept his superiors at FDA fully informed. During recent weeks he has remained under an arrangement which precludes his passing on any matter dealing with an Enloe client or any of the clients' competitors.

"This just about covers everything we handle," Commissioner Larrick admits. "But we wanted him to stay on to complete certain other matters he is involved in which would not represent any conflict of interest."

Commissioner Larrick's parting judgment is that Dr. Holland has given "five years of distinguished service" and has done "outstanding work in expanding and strengthening the medical programs of FDA."

■ In return, Dr. Holland says, "it is of great importance to the welfare of the public that the job of FDA be kept out of politics. In the five years I have been here it has always been that way. No decision of mine on a medical issue was ever overruled or modified by Commissioner Larrick or his predecessor, former Commissioner Crawford." #

Fawcett and Holt Sign Printing Pact

Fawcett Publications has signed a one-year, $1,000,000 contract with Henry Holt Inc., under which Fawcett will print and process subscriptions for *Field & Stream* and *Popular Gardening*. Fawcett-Dearing Press, Louisville, Ky., subsidiary, will handle printing of both magazines.

Mogul, Lewin Names Three

Mogul, Lewin, Williams & Saylor, New York, has appointed Dr. Norman Young and Ronald Friedland to the posts of research director and print media director, respectively. Both positions were created after the merger of Emil Mogul Co. with Lewin, Williams & Saylor, which became effective Jan. 1. Mogul, Lewin also has named Nancyann Graham director of home economics, a new post. Previously she was food, decorating and homemaking editor of the "Home" show (NBC-TV).

'Bulletin' Adds Color Units

Evening and Sunday editions of the *Philadelphia Bulletin* have begun accepting black-and-one-color units of less than page size. Minimum size is 1,000 lines. Black and one color ads from 1,000 lines to 1,500 lines will cost $425 over the linage rate; for more than 1,500 lines the charge is $450.

Shamie Names Harker, Husted

Harker-Husted-Coughlin, Los Angeles, has been appointed Pacific Coast representative of the Michigan and northern Ohio editions of *Grocers' Spotlight; Grocer Graphic* in greater New York; and *Yankee Grocer* in New England. All are published by Shamie Publishing Co., Detroit.

Clark Adds Strathmore Duties

Strathmore Paper Co. has appointed Robert B. Clark Jr. manager of printing paper sales, a new post. Mr. Clark, who is Strathmore's manager of advertising and sales promotion, will handle paper sales as well as his regular duties.

Steiner to Zlowe Co.

Herbert L. Steiner, formerly with Byrde, Richard & Pound, has joined Zlowe Co., New York, as an account executive.

KTUL Appoints Neibling

Edward T. Neibling has been promoted from the sales staff of KTUL, Tulsa, to local station manager of the radio station.

Gruenberg Joins Gross-Krasne

Leonard S. Gruenberg has joined Gross-Krasne-Sillerman, New York, as a vp. He formerly was with RKO Radio Pictures.

BASIC FACTS ABOUT PD&D

Editorial Function

Gathering news on

Mechanical
Electrical & Electronic
Hydraulic & Pneumatic

component parts, materials, research and design equipment, production methods and processes, finishes and services. This news is presented in terms of its applicability to design and in concise form in order to allow complete coverage at minimum cost of readers' valuable time.

Field Served

40,000 engineers and executives responsible for the design and development of durable goods manufactured in quantity for sale to consumers, business, industry and the Government. This circulation is free but controlled by individual's name, title and company and is audited annually by Business Publications Audit of Circulation, Inc.

BPA NBP

Jewelers' Circular-Keystone • Gas • Optical Journal & Review of Optometry • Aircraft and Missiles Manufacturing
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January Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

	Pages				Lines			
	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957
Weeklies, Bi-Weeklies, Semi-Monthlies (December)								
Commonweal	15.6	16.0	180.2	206.7	6.552	6.720	75.684	86.814
Cue	81.2	82.3	880.5	904.6	34.820	35.321	377.726	388.095
Down Beat	45.1	46.3	495.9	513.0	18.956	19.446	208.328	215.488
†Grit	13.1	17.5	294.6	299.2	13.059	17.543	294.604	299.157
Life	305.8	313.9	3.412.1	4.217.6	207.918	213.484	2.320.191	2.867.931
Look	128.1	159.0	1.415.1	1.764.8	87.108	108.120	962.268	1.200.064
New Yorker	428.3	431.7	4.848.8	4.983.4	183.759	185.188	2.080.136	2.137.891
Newsweek	229.9	253.2	2.744.1	3.350.0	96.558	106.344	1.152.522	1.407.000
Presbyterian Life	11.7	3.8	142.2	120.7	4.889	1.607	59.717	50.730
The Reporter	7.0	10.8	130.3	148.7	2.958	4.531	54.744	62.469
Saturday Evening Post	162.8	166.1	2.891.2	3.300.3	110.722	112.957	1.966.000	2.244.215
Saturday Review	70.4	59.2	970.5	924.5	29.582	24.894	407.688	388.329
†Sporting News	22.4	29.7	327.1	385.5	24.276	32.224	354.894	418.272
Sports Illustrated	118.3	110.0	1.349.6	1.197.6	50.706	47.205	578.787	513.654
Time	213.3	247.0	2.779.3	3.361.0	89.546	103.734	1.167.345	1.411.685
TV Guide	42.6	37.7	542.1	575.5	7.746	6.869	98.669	104.734
U.S. News & World Report	173.3	190.7	2.469.9	3.083.7	72.807	80.107	1.037.344	1.295.139
Total Group	2.068.9	2.174.9	25.873.5	29.336.8	1.041.962	1.106.294	13.196.647	15.091.667

† Four issues in December 1958; five issues in December 1957. ‡ Five issues in December 1958; four issues in December 1957.

	Pages				Lines			
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
Women's								
†Bride & Home	73.6	62.4	73.6	62.4	46.558	39.479	46.558	39.479
†Bride's Magazine	214.6	207.9	214.6	207.9	135.627	131.371	135.627	131.371
Everywoman's Family Circle	23.8	21.0	23.8	21.0	10.227	9.009	10.227	9.009
Good Housekeeping	54.6	57.8	54.6	57.8	23.419	24.777	23.419	24.777
Ladies' Home Journal	44.4	61.2	44.4	61.2	30.211	41.585	30.211	41.585
McCall's	38.9	36.0	38.9	36.0	26.467	24.448	26.467	24.448
†Parents' Magazine	31.3	27.1	31.3	27.1	13.488	11.671	13.488	11.671
Seventeen	57.7	53.0	57.7	53.0	39.239	36.229	39.239	36.229
≠Western Family	—	—	217.7	238.7	—	—	91.472	100.319
Woman's Day	20.1	22.0	20.1	22.0	8.623	9.438	8.623	9.438
The Workbasket	36.6	33.7	36.6	33.7	7.190	6.613	7.190	6.613
Total Group	595.6	582.1	595.6	582.1	341.049	334.620	342.049	334.620

† Published quarterly in January, April, July and October. ‡ Includes Shopping Scout Section linage. ≠ Not included in totals; cumulative figures shown are for combined December-January issue.

General								
American Artist	31.6	34.0	31.6	34.0	13.257	14.290	13.257	14.290
American Forests	13.0	15.3	13.0	15.3	5.460	6.440	5.460	6.440
American Legion	15.4	6.3	15.4	6.3	6.494	2.714	6.494	2.714
Argosy	17.8	16.0	17.8	16.0	7.629	6.881	7.629	6.881
Atlantic	29.2	28.1	29.2	28.1	12.289	11.827	12.289	11.827
Christian Herald	26.3	34.1	26.3	34.1	11.264	14.643	11.264	14.643
Columbia	12.9	7.5	12.9	7.5	5.458	3.176	5.458	3.176
Coronet	43.0	28.0	43.0	28.0	7.740	5.040	7.740	5.040
Cosmopolitan	21.5	17.9	21.5	17.9	9.233	7.669	9.233	7.669
Ebony	57.6	53.3	57.6	53.3	39.193	36.251	39.193	36.251
Elks Magazine	9.1	11.4	9.1	11.4	3.925	4.928	3.925	4.928
Esquire	57.0	58.2	57.0	58.2	38.715	39.632	38.715	39.632
Extension	11.3	13.7	11.3	13.7	7.740	9.490	7.740	9.490
Flying	43.0	39.0	43.0	39.0	18.060	16.380	18.060	16.380
Gourmet	17.5	20.2	17.5	20.2	7.509	8.662	7.509	8.662
Grade Teacher	18.5	19.4	18.5	19.4	8.172	8.551	8.172	8.551
Harper's Magazine	26.4	26.2	26.4	26.2	11.105	10.994	11.105	10.994
†Hi Fi Review	45.3	—	45.3	—	19.026	—	19.026	—
High Fidelity	66.0	68.5	66.0	68.5	27.720	28.770	27.720	28.770
Holiday	80.1	73.5	80.1	73.5	54.484	49.946	54.484	49.946
Hot Rod	23.5	15.7	23.5	15.7	9.870	6.544	9.870	6.544
Improvement Era	17.8	16.5	17.8	16.5	7.470	6.916	7.470	6.916
Instructor	24.8	26.1	24.8	26.1	16.948	17.837	16.948	17.837
Motor Boating	273.9	271.4	273.4	271.4	161.088	159.581	161.088	159.581
Motor Life	12.7	13.8	12.7	13.8	5.324	5.810	5.324	5.810
Motor Trend	27.0	21.5	27.0	21.5	10.094	9.044	10.094	9.044
National Geographic	21.0	27.0	21.0	27.0	4.998	6.426	4.998	6.426
Playboy	11.9	8.4	11.9	8.4	5.012	3.523	5.012	3.523
Popular Boating	32.1	26.3	32.1	26.3	18.875	16.029	18.875	16.029
Popular Photography	76.2	80.9	76.2	80.9	32.004	33.995	32.004	33.995
Promenade	15.9	21.7	15.9	21.7	6.827	9.298	6.827	9.298
Reader's Digest	34.5	27.0	34.5	27.0	6.279	4.914	6.279	4.914
Redbook	21.4	22.5	21.4	22.5	9.180	9.648	9.180	9.648
Rotarian	2.7	11.3	2.7	11.3	1.122	4.752	1.122	4.752
Sports Cars Illustrated	22.9	18.5	22.9	18.5	9.324	7.770	9.324	7.770
Today's Health	22.0	21.8	22.0	21.8	9.448	9.365	9.448	9.365
Together	12.8	9.2	12.8	9.2	5.498	3.954	5.498	3.954
Town & Country	34.9	46.7	34.9	46.7	22.106	29.542	22.106	29.542
True	21.0	13.1	21.0	13.1	9.017	5.640	9.017	5.604
V. F. W. Magazine	11.4	12.0	11.4	12.0	4.877	5.050	4.877	5.050
Yachting	240.3	232.9	240.3	232.9	141.296	136.945	141.296	136.945
Total Group	1.603.2	1.514.9	1.603.2	1.514.9	811.130	778.831	811.130	778.831

† Commenced publication with the February 1958 issue.

Home								
American Home	23.0	34.9	23.0	34.9	14.567	22.044	14.567	22.044
Antiques	75.4	62.7	75.4	62.7	22.160	18.412	22.160	18.412
Better Homes & Gardens	49.9	47.6	49.9	47.6	31.568	30.113	31.568	30.113
Flower & Garden	32.0	33.1	32.0	33.1	13.459	13.907	13.459	13.907
Flower Grower	46.4	46.1	46.4	46.1	19.481	19.363	19.481	19.363
House & Garden	27.4	28.3	27.4	28.3	17.301	17.876	17.301	17.876
House Beautiful	38.2	36.2	38.2	36.2	24.186	22.858	24.186	22.858
Living for Young Homemakers	29.9	21.4	29.9	21.4	18.932	13.509	18.932	13.509
Popular Gardening	43.0	46.4	43.0	46.4	18.134	19.498	18.134	19.498
Sunset Magazine	60.3	64.9	60.3	64.9	25.332	27.281	25.332	27.281
Total Group	425.5	421.6	425.5	421.6	205.120	204.861	205.120	204.861

Fashion								
Charm	36.7	42.2	36.7	42.2	15.757	18.107	15.757	18.107
Glamour	41.3	65.8	41.3	65.8	17.711	28.234	17.711	28.234
Harper's Bazaar	110.0	104.2	110.0	104.2	69.523	65.860	69.523	65.860
Mademoiselle	22.7	34.9	22.7	34.9	9.759	14.963	9.759	14.963
Vogue	85.1	108.5	85.1	108.5	53.777	68.596	53.777	68.596
Total Group	295.8	355.6	295.8	355.6	166.527	195.760	166.527	195.760

§Movie-Romance-Radio								
Fawcett Women's Group:								
Motion Picture	9.3	9.4	9.3	9.4	4.018	4.027	4.018	4.027
True Confessions	15.2	11.8	15.2	11.8	6.526	5.042	6.526	5.042
Ideal Women's Group:								
Intimate Story	10.3	7.7	10.3	7.7	4.438	3.318	4.438	3.318
Movie Life	12.5	11.2	12.5	11.2	5.343	4.814	5.343	4.814
Movie Star Parade	12.4	11.2	12.4	11.2	5.323	4.814	5.323	4.814
Personal Romances	10.3	7.9	10.3	7.9	4.438	3.397	4.438	3.397
TV Star Parade	9.1	7.6	9.1	7.6	3.883	3.267	3.883	3.267
†Screenland	12.5	11.8	12.5	11.8	5.362	5.060	5.362	5.060
Secrets Romance Group:								
Revealing Romances	10.8	11.9	10.8	11.9	4.657	5.114	4.657	5.114
‡Daring Romances	10.8	11.8	10.8	11.8	4.642	5.072	4.642	5.072
Secrets	10.8	12.0	10.8	12.0	4.643	5.149	4.643	5.149

	Pages				Lines			
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
True Story Women's Group:								
Photoplay	15.6	14.5	15.6	14.5	6.688	6.234	6.688	6.234
True Love	7.3	9.0	7.3	9.0	3.118	3.849	3.118	3.849
True Experience	7.4	8.5	7.4	8.5	3.164	3.653	3.164	3.653
True Story	27.2	28.8	27.2	28.8	11.678	12.357	11.678	12.357
True Romance	7.5	8.4	7.5	8.4	3.218	3.622	3.218	3.622
TV-Radio Mirror	5.7	5.2	5.7	5.2	2.461	2.250	2.461	2.250
Total Group	194.7	176.7	194.7	176.7	83.590	81.039	83.590	81.039

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. § No January issues for the Dell Modern Group. † Published bi-monthly; alternates with Confidential Confessions. ‡ Published bi-monthly; alternates with Silver Screen.

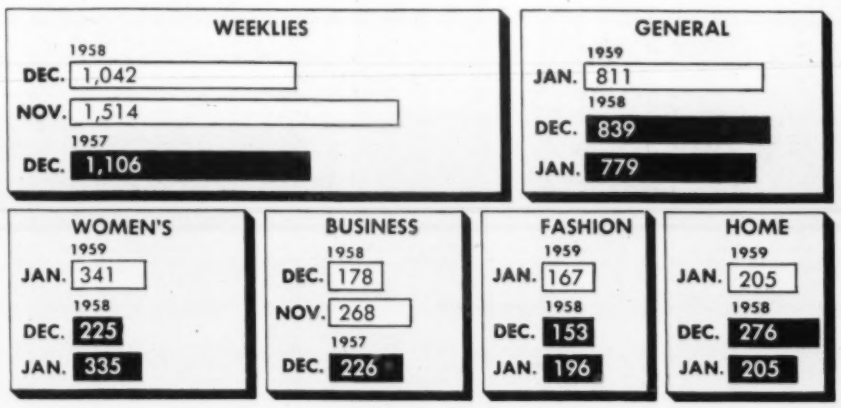
§Business								
Dun's Review & Modern Industry	60.6	55.2	60.6	55.2	25.442	23.215	25.442	23.215
Fortune	113.0	145.3	113.0	145.3	71.416	91.798	71.416	91.798
Nation's Business	41.5	39.5	41.5	39.5	17.436	16.934	17.436	16.934
Total Group	215.1	240.0	215.1	240.0	114.294	131.947	114.294	131.947

§ Because current month linage figures for several publications are not yet available this group is broken into a January section and a December section.

	Pages				Lines			
	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957
Business (December)								
Barron's	66.7	64.3	791.3	911.0	43.798	42.196	519.128	597.641
Business Week	263.5	360.0	4.345.1	6.022.0	110.695	151.213	1.824.934	2.529.219
†Financial World	22.0	31.1	519.6	694.8	9.272	13.102	218.245	291.850
Forbes	34.3	45.7	574.1	810.4	14.404	19.207	241.147	340.401
Total Group	386.5	501.1	6.230.1	8.438.2	178.169	225.718	2.803.454	3.660.111

† Five issues in December 1958; four issues in December 1957.

Magazine Linage Trend Figures in thousands



	Pages				Lines			
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1953
Farm Magazines								
Capper's Farmer	36.8	44.1	36.8	44.1	15.799	18.903	15.799	18.903
Farm & Ranch—Southern Agriculturist:								
≠Southeastern Edition	32.8	23.1	32.8	23.1	14.075	13.761	14.075	13.761
≠Southwestern Edition	31.8	30.8	31.8	30.8	13.646	13.203	13.646	13.203
Average 2 Editions	32.4	31.6	32.4	31.6	13.907	13.543	13.907	13.543
Farm Journal:								
≠Central Edition	53.6	59.7	53.6	59.7	22.993	25.590	22.993	25.590
≠Eastern Edition	54.8	54.3	54.8	54.3	23.491	23.301	23.491	23.301
≠Southern Edition	46.8	50.0	46.8	50.0	20.061	21.445	20.061	21.445
≠Western Edition	59.3	52.3	59.3	52.3	25.425	22.447	25.425	22.447
Average 4 Editions	53.6	54.1	53.6	54.1	22.993	23.196	22.993	23.196
Progressive Farmer:								
≠Carolina-Va. Edition	46.5	57.1	46.5	57.1	31.666	38.886	31.666	38.886
≠Ga.-Ala.-Fla. Edition	47.1	55.5	47.1	55.5	32.036	37.747	32.036	37.747
≠Ky.-Tenn.-W.Va. Edition	44.2	49.9	44.2	49.9	30.077	33.939	30.077	33.939
≠Miss.-La.-Ark. Edition	43.7	48.5	43.7	48.5	29.745	33.041	29.745	33.041
≠Texas Edition	45.7	51.8	45.7	51.8	31.094	35.261	31.094	35.261
Average 5 Editions	45.5	52.6	45.5	52.6	30.924	35.775	30.924	35.775
Successful Farming	55.9	47.1	55.9	47.1	25.177	21.203	25.177	21.203
Total Group	224.2	229.5	224.2	229.5	108.700	112.620	108.700	112.620

≠ Not included in totals.

Youth								
American Girl	16.7	18.4	16.7	18.4	7.159	7.877	7.159	7.877
Boys' Life	18.3	17.2	18.3	17.2	12.482	11.676	12.482	11.676
Child Life	1.2	1.1	1.2	1.1	519	478	519	478
Scholastic Magazines	31.3	21.5	31.3	21.5	13.180	9.032	13.180	9.032
Scholastic Roto	5.4	4.3	5.4	4.3	4.754	3.736	4.754	3.736
Total Group	72.9	62.5	72.9	62.5	38.094	32.799	38.094	32.799

Mechanics & Science								
Mechanix Illustrated	74.3	69.2	74.3	69.2	16.645	15.500	16.645	15.500
Popular Electronics	53.1	60.0	53.1	60.0	11.894	13.436	11.894	13.436
Popular Mechanics	127.6	109.9	127.6	109.9	28.579	24.617	28.579	24.617
Popular Science	106.3	106.9	106.3	106.9	23.802	23.947	23.802	23.947
†Science & Mechanics	116.0	106.0	116.0	106.0	26.059	23.745	26.059	23.745
Total Group	477.3	452.0	477.3	452.0	106.979	101.245	106.979	101.245

† Published bi-monthly; figures shown are for combined January-February issue.

Outdoor & Sport								
American Rifleman	42.0	47.3	42.0	47.3	18.018	20.343	18.018	20.343
Field & Stream	41.5	43.8	41.5	43.8	17.815	18.781	17.815	18.781
Fur-Fish-Game	16.7	19.1	16.7	19.1	7.175	8.182	7.175	8.182
Guns	17.8	22.3	17.8	22.3	7.636	9.567	7.636	9.567
Outdoor Life	46.0	44.1	46.0	44.1	19.738	18.934	19.738	18.934
Sports Afield	38.0	37.1	38.0	37.1	16.313	15.896	16.313	15.896
Total Group	202.0	213.7	202.0	213.7	86.695	91.703	86.695	91.703

Detective & Fiction								
Cavalier	14.7	12.1	14.7	12.1	6.303	5.203	6.303	5.203
Dell Men's Group	9.0	8.3	9.0	8.3	3.851	3.547	3.851	3.547
Thrilling Fiction Group	11.3	11.4	11.3	11.4	2.524	2.549	2.524	2.549
Total Group	35.0	31.8	35.0	31.8	12.678	11.299	12.678	11.299

(Continued on Page 70)

PINEAPPLE CHUNKS
PINEAPPLE CHUNKS
PINEAPPLE CHUNKS
PINEAPPLE CHUNKS
Libby's
Deep Minted
PINEAPPLE CHUNKS
NEW KIND OF PINEAPPLE
with cool MINT flavor
Here's a completely new appetizer or dessert—for bright holiday dinners! Simply chill and serve this flavorful pineapple with its new refreshing touch of mint. See what it does for holiday salads, for all your favorite pineapple recipes . . . starting today! (And keep enjoying Libby's Pineapple Slices, Juice, Chunks and Crushed Pineapple, too.)
It's here!
Just in time for your holiday dinners!
SAVE 10¢
on a can of Libby's Deep Minted Brand Pineapple Chunks
This coupon worth
10¢
on the purchase of one can of Libby's Deep Minted Brand Pineapple Chunks
TO GROCER: Libby, McNeill & Libby will redeem this coupon for 10¢, plus 2¢ for handling, provided (1) it is taken in part payment for Product specified herein, (2) grocer mails it to Libby, McNeill & Libby, 200 S. Michigan Ave., Chicago 4, Illinois (redemption will not be made in any other way or through outside agencies, brokers, etc.), and (3) it is presented by February 28, 1939. Invoices proving purchase of sufficient stock to cover coupons presented for redemption must be shown upon request. Customer must pay any sales tax. Cash redemption value 1/20 of 1 cent. This offer void wherever taxed or restricted. Good only in continental U.S.A.
OFFER EXPIRES January 17, 1939
Libby's
Deep Minted
PINEAPPLE
CHUNKS

Libby launches new deep-minted pineapple in TV Guide and Reader's Digest exclusively

America's two most popular magazines are the only consumer magazines being used in this introductory drive

America's best-selling weekly magazine and America's best-selling monthly magazine—here is a combination to give tremendous impact to *any* promotion. With it you get:

Total circulation in excess of 18,850,000 . . . currently more than 12,150,000 through Reader's Digest, more than 6,700,000 through TV Guide . . . greatest circulation any two magazines can provide.

Single-copy sales above 7,000,000 . . . more than 5,000,000 for TV Guide, nearly 2,000,000 for Reader's Digest. And single-copy sales continue to be the most convincing demonstration of reader interest.

More than 3,250,000 copies of each issue (2,750,000 of TV Guide alone) sold in food stores. TV Guide racks stand in 26,500 food stores, including every major supermarket chain. Here is precise pinpointing of magazine sales at the point of food-product sales.

Both magazines are the same popular page size. One is practically an American tradition, the other born of this television era . . . yet each fills a need deeply felt by millions of people. The intense editorial vitality of both has won that contagious reader enthusiasm which is the springboard for advertising success. With them, you wrap up a huge family audience from one end of the country to the other. You command sheer advertising power unmatched in magazine history!

TV GUIDE

Best-selling weekly magazine in America

	Pages				Lines			
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	37.8	56.0	37.8	56.0	32,093	47,578	32,093	47,578
Family Weekly	36.2	49.6	36.2	49.6	30,817	42,107	30,817	42,107
Parade	54.4	55.5	54.4	55.5	46,222	47,217	46,222	47,217
This Week Magazine	55.3	66.8	55.3	66.8	47,000	56,801	47,000	56,801
Total Group	183.7	227.9	183.7	227.9	156,132	193,703	156,132	193,703

	Pages				Lines			
	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957
Newspaper Sections (II) (December)								
(All other newspaper sections and comics)								
‡Chicago Tribune Magazine	119.2	181.0	1,849.7	1,729.4	101,325	153,843	1,565,767	1,470,110
†First 3 Markets Group	24.5	37.5	549.7	579.9	54,970	57,990	467,245	492,915
‡New York Times Magazine	96.8	244.7	2,803.8	2,870.7	82,252	207,974	2,383,235	2,440,075
Total Group	121.3	282.2	3,353.5	3,450.6	137,222	265,964	2,850,480	2,932,990

‡ Not included in totals as it is a member of the First 3 Markets Group. † Four issues in December 1958; five issues in December 1957. ‡ Due to a strike in December 1958 there was only one issue instead of the usual four.

	Pages				Lines			
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
Comics Magazines								
American Comics Group	7.0	7.0	7.0	7.0	2,646	2,646	2,646	2,646
†Harvey Comics Group	8.0	8.3	8.0	8.3	3,024	3,150	3,024	3,150
National Comics Group:								
Blue Unit	8.5	7.0	8.5	7.0	3,213	2,646	3,213	2,646
Red Unit	7.5	6.0	7.5	6.0	2,835	2,268	2,835	2,268
Total Group	31.0	28.3	31.0	28.3	11,718	10,710	11,718	10,710

† Published bi-monthly; figures shown are for combined January-February issue.

Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	28.0	26.2	28.0	26.2	25,169	23,604	25,169	23,604
†La Presse	52.4	25.4	52.4	25.4	47,150	22,886	47,150	22,886
†Star Weekly	59.9	42.7	59.9	42.7	52,416	37,389	52,416	37,389
†Weekend Magazine	78.7	52.1	78.7	52.1	76,785	50,836	76,785	50,836
Total Group	219.0	146.4	219.0	146.4	201,520	134,715	201,520	134,715

† Five issues in January 1959; four issues in January 1958.

Canadian								
Canadian Homes & Gardens	16.6	19.6	16.6	19.6	11,294	13,355	11,294	13,355
Chatelaine	33.6	14.9	33.6	14.9	22,826	10,102	22,826	10,102
Liberty	16.1	22.5	16.1	22.5	6,820	9,652	6,820	9,652
†Maclean's	51.4	38.8	51.4	38.8	34,963	26,370	34,963	26,370
Mayfair	19.7	22.5	19.7	22.5	13,394	15,906	13,394	15,906
Reader's Digest:								
English Edition	46.3	42.5	46.3	42.5	8,418	7,735	8,418	7,735
French Edition	49.3	47.0	49.3	47.0	8,964	8,554	8,964	8,554
Revue Moderne	8.0	10.8	8.0	10.8	5,428	7,331	5,428	7,331
Revue Populaire	5.8	7.2	5.8	7.2	4,066	5,022	4,066	5,022
‡Samedi	6.5	12.8	6.5	12.8	4,535	8,984	4,535	8,984
‡Saturday Night	54.4	32.7	482.6	342.6	22,870	13,719	119,765	144,009
‡Time-Canadian	157.5	203.2	1,800.1	2,085.6	66,115	85,330	756,385	875,910
Total Group	253.3	238.6	253.3	238.6	120,708	113,011	120,708	113,011

†Three issues in January 1959; two issues in January 1958. ‡ Two issues in January 1959; four issues in January 1958. ‡ Not included in totals as figures for the January issues were unavailable as this issue went to press and December figures are shown.

	Pages				Lines			
	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
§Foreign (January)								
Hablemos	6.3	3.8	6.3	3.8	5,334	3,192	5,334	3,192
Popular Mechanics:								
Mecanique Populaire (French)	22.3	23.7	22.3	23.7	4,995	5,320	4,995	5,320
Popular Mekanik (Danish)	17.0	5.0	17.0	5.0	3,808	1,120	3,808	1,120
Populare Mechanik (German)	3.8	5.8	3.8	5.8	851	1,288	851	1,288
Mecanica Popular (Spanish)	18.0	26.5	18.0	26.5	3,920	5,947	3,920	5,947
Popular Mekanik (Swedish)	9.0	9.0	9.0	9.0	2,016	2,016	2,016	2,016
Reader's Digest:								
Arabic	23.0	28.0	23.0	28.0	3,772	4,592	3,772	4,592
Argentine	25.0	29.0	25.0	29.0	4,550	5,278	4,550	5,278
Australian	38.8	40.8	38.8	40.8	7,053	7,417	7,053	7,417
Austrian	42.0	40.0	42.0	40.0	7,644	7,280	7,644	7,280
Belgian	27.0	27.0	27.0	27.0	4,725	4,725	4,725	4,725
British	49.0	47.5	49.0	47.5	9,114	8,835	9,114	8,835
Caribbean	33.0	45.0	33.0	45.0	6,006	8,190	6,006	8,190
Danish	23.5	28.0	23.5	28.0	3,995	4,760	3,995	4,760
Dutch	25.0	20.0	25.0	20.0	4,550	3,640	4,550	3,640
Finnish	12.0	9.0	12.0	9.0	2,232	1,674	2,232	1,674
French	75.0	68.0	75.0	68.0	13,125	11,900	13,125	11,900
French-Swiss	12.0	11.0	12.0	11.0	2,100	1,925	2,100	1,925
German	72.0	60.0	72.0	60.0	13,104	10,920	13,104	10,920
German-Swiss	16.5	14.0	16.5	14.0	3,003	2,548	3,003	2,548
Iberian	56.5	56.0	56.5	56.0	10,283	10,192	10,283	10,192
Indian	47.0	58.0	47.0	58.0	8,554	10,556	8,554	10,556
Italian	37.5	51.0	37.5	51.0	6,450	8,772	6,450	8,772
Japanese	39.0	40.5	39.0	40.5	6,552	6,804	6,552	6,804
Mexican	39.0	37.5	39.0	37.5	7,098	6,825	7,098	6,825
New Zealand	22.5	28.5	22.5	28.5	4,095	5,187	4,095	5,187
Norwegian	15.0	14.0	15.0	14.0	2,550	2,380	2,550	2,380
Overseas Military	30.0	32.0	30.0	32.0	5,460	5,824	5,460	5,824
Portuguese	55.0	67.0	55.0	67.0	9,625	11,725	9,625	11,725
South African	54.5	64.0	54.5	64.0	9,756	11,456	9,756	11,456
Southern Hemisphere	16.5	23.0	16.5	23.0	3,003	4,186	3,003	4,186
Swedish	19.5	19.0	19.5	19.0	3,627	3,534	3,627	3,534
Total Group	982.2	1,031.6	982.2	1,031.6	182,950	190,008	182,950	190,008

§ Because current month linage figures for several publications are not yet available this group is broken into a January section and a December section.

	Pages				Lines			
	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957
Foreign (December)								
Life International:								
International Edition	81.5	78.5	890.6	889.7	55,505	53,465	605,710	605,115
Spanish Edition	87.5	108.7	718.0	845.1	59,585	74,035	488,240	574,685
Newsweek:								
Pacific Edition	68.9	77.9	752.3	829.4	28,945	32,760	315,980	348,390
European Edition	61.1	75.3	793.5	795.2	25,655	31,640	333,286	334,005
Time International:								
Time-Atlantic	101.2	121.0	1,269.3	1,356.7	42,490	50,820	533,085	569,765
Time-Latin American	94.3	120.4	1,210.3	1,353.1	39,585	50,540	508,305	568,645
Time-Pacific	90.1	88.1	992.5	1,062.2	38,185	37,345	416,815	446,110
Vision:								
Visao (Portuguese Edition)	177.2	144.0	1,874.0	1,523.8	74,410	60,480	787,080	640,010
Mexican Edition	23.8	24.8	204.3	202.2	10,010	10,430	85,520	84,910
Spanish Edition	86.9	72.3	923.1	829.3	36,505	30,380	387,695	348,320
Total Group	872.5	911.0	9,627.9	9,686.7	410,875	431,895	4,461,716	4,519,955

Cooke Forms Ad Company

R. T. Buss Cooke has resigned as vp and director of United Bench Advertisers of Los Angeles to head his own bench advertising company, Western Advertising System. His headquarters are at 1445 Harrison St., Oakland, Cal., with a branch office at 2117 Capitol Ave., Sacramento, Cal. The new company will provide bench ad services in many northern California cities.

Archer-Daniels Boosts Two

Norman J. Harris, product advertising manager for resins and plasticizers of Archer-Daniels-Midland Co., Minneapolis, has been promoted to sales manager for the company's plastics department. Succeeding Mr. Harris is William T. Persons, formerly a member of the advertising department of Minnesota Mining & Mfg. Co.

IBM Uses Closed-Circuit TV

Theater Network Television put on what it calls the "largest closed-circuit tv network in history" on Jan. 12 for a national sales meeting of the International Business Machines Corp. The one-hour telecast originated in San Francisco and covered 157 locations in 147 cities.

Maine Daily Changes Name

The *Daily Journal*, Biddeford, Me., celebrated its 75th anniversary on Jan. 5 by changing its name to the *Biddeford-Saco Journal*. The newspaper noted that in recent years more and more problems affecting both communities have been handled on a two-town basis.

O'Neil Joins D'Arcy on S-P

Frank O'Neil, formerly an account executive with the Kudner Agency, has joined D'Arcy Advertising Co. as account manager on Studebaker-Packard. Mr. O'Neil, onetime advertising manager of Packard, will be located at the factory site in South Bend.

Hennessy Joins WAVY-TV

Edward J. Hennessy has been named general sales manager of WAVY-TV, Portsmouth, Va. For the past two years he has been general manager of WEAT-TV, Palm Beach, Fla.

R.O.P. Use Is Up 6.4%; Ford Is Top User, Hoe Finds

NEW YORK, Jan. 13—Use of r.o.p. color in newspapers during the first 11 months of 1958 came to 111,556,333 lines—a gain of 6.4% over the 104,845,518 lines used in the same period in 1957.

The "Hoe Report on R.O.P. Color," out today, also said that November, 1958, linage amounted to 12,551,530, a gain of nearly 18% over the 10,646,997 lines reported for the same month in 1957.

In 1957, 17 newspapers carried 1,000,000 or more lines of r.o.p. color during the first 11 months. Last year, 22 newspapers reached that level. Full-year figures are expected to show 30 newspapers in the group recording 1,000,000 lines or better.

Ford Motor Co. (for its cars), second biggest user of r.o.p. color last October, moved into first place in November, displacing Winston cigarets, which dropped to the No. 5 spot. Second place went to Maxwell House instant coffee, a newcomer to r.o.p. Ford's linage accounted for better than 74% of all passenger car advertising in r.o.p. color. American Motors was second, with nearly 14%.

■ The five biggest users of the medium in November were Ford, 264,449 lines in 99 newspapers in 48 cities; Maxwell House, with 237,815 lines in 148 newspapers in 85 cities; Tang (Cudahy), with 180,773 lines in 80 newspapers in 48 cities; Phillips Petroleum, 180,695 lines in 92 newspapers in 47 cities, and Winston cigarets, 170,444 lines in 63 papers in 30 cities. #

Karn Succeeds Davidson

Harold G. Karn, formerly a vp, has been elected exec vp and general manager of Premium Associates, Newark, N.J. He succeeds John M. Davidson, who has retired. Mr. Karn joined Premium Associates at its inception in 1955 after 32 years with Colgate-Palmolive Co.

Friend Bros. Promotes Friend

Walter A. Friend Jr. has been named vp in charge of advertising of Friend Bros., Melrose, Mass., maker of Friend's Brick Oven baked beans and other foods. He has been associated with the company's sales department for the past 10 years.

'Bowhunter' Changes Name

Eastern Bowhunter, published in Riderwood, Md., will change its name to *Bowhunting*, effective with the February issue. The magazine's national circulation was given as reason for the change. Editorial policies and rates will remain unchanged.

Chemical Book Goes Overseas

Industrial & Engineering Chemistry, monthly publication of the American Chemical Society, will launch an international edition in July to reach 8,000 subscribers in chemical process companies outside of the U.S.

HANSONTYPES
FOR
PUBLICATION MOLDING
ARE
IDENTICAL TWINS
OF YOUR
PROCESS ORIGINALS

Identical in dot structure... in register... in precision finish. Write or phone for full information.

HANSON ELECTROTYPE COMPANY
9th & Sansom Streets, Philadelphia 7, Pa. WAlnut 2-5567

The PROGRESS • HANSON • PROGRESSIVE Group
PHILADELPHIA
NEW YORK • NEWARK • WILMINGTON • BALTIMORE • WASHINGTON • RICHMOND

PROGRESS Plate Making Company, 923 Filbert Street, Phila. 7, WAlnut 2-0447
HANSON Electrotype Company, 9th & Sansom Streets, Phila., WAlnut 2-5587
PROGRESSIVE Composition Company, 9th & Sansom Streets, Phila. 7, WAlnut 2-2711
NEW YORK: MU Hill 2-1723 • NEWARK: MA 3-5334
WILMINGTON: OL 5-6047 • BALTIMORE: SA 7-5302 • WASHINGTON: EX 3-7444 • RICHMOND: MI 4-2771

VIDEOTAPE™
Dynamic new dimension in TV advertising
PROFESSIONAL AMPEX PRODUCTS DIVISION
CORPORATION
*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

Take 3 Looks at Worcester

(Metropolitan Worcester County)

Population	**587,000**
E. B. I.	**$1,039,790,000**
Retail Sales	**$649,594,000**
Grocery Sales	**$169,405,000**

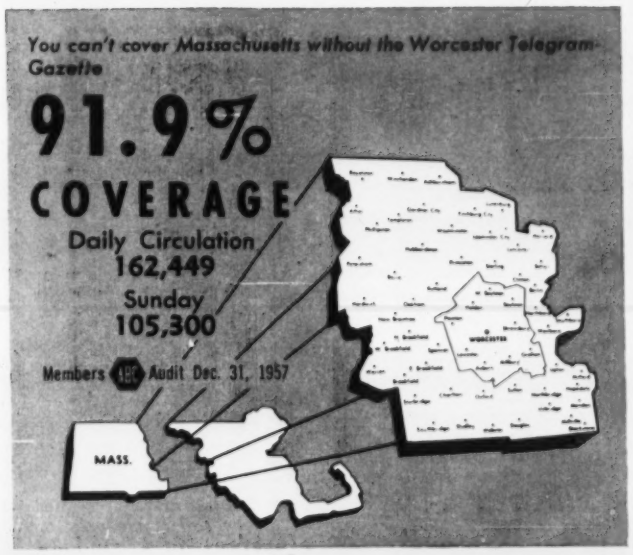
***PUBLICATION RESEARCH SERVICE SAYS**

. . . . In general, the level of readership in the survey issue was WELL ABOVE AVERAGE."

ADVERTISING READERSHIP was proven on an "EXTREMELY HIGH LEVEL."

(Contact your nearest Moloney, Regan & Schmitt Office for complete details.)

† At best, syndicated supplements average 79%. Women — 76% Men. Other locally edited independents average 92% Women — 85% Men.



The Worcester
TELEGRAM and GAZETTE
WORCESTER, MASSACHUSETTS

OWNERS OF RADIO STATION WTAG AND WTAG-FM

Dickie-Raymond Boosts Leason

Edwin E. Leason, formerly treasurer of Dickie-Raymond Inc., Boston and New York, has been appointed chairman of the company's executive committee. Robert W. Raymond, formerly assistant treasurer, has been named treasurer.

MAILING IN CANADA?

Postage rates for 3rd class mail in Canada is still 2¢.

Analysis of Canadian Customs affecting bulk shipments of Advertising Material into Canada free upon request.

Canada's Largest Direct Mail Organization

Herbert A. Watts Ltd.
135 Liberty Street
Toronto 3, Ontario
(Branch in Montreal)

Along the Media Path

A new English-language weekly, the **Scandinavian Times**, which was launched at the end of June, reports a current circulation of 10,000. The weekly, published in Copenhagen by two Americans, Noel Fox and Dan Michelson, is devoted to Scandinavian business and general news and is designed "to bridge the gap between English-speaking and Scandinavian people."

• **Parents' Magazine**, in its "32nd Annual Report to Advertisers," reports advertising revenue of $6,853,614 for 1958 and a circulation of 1,800,000, effective with the February, '59, issue. The report, in booklet form, also lists 1958 advertisers, the number of lines and number of insertions for each, plus the total number of years the advertiser has used *Parents'*. Copies of the report are available from the publication, at 52 Vanderbilt Ave., New York 17.

• The **Toledo Blade** used a page in its Dec. 28 issue for a report to its readers on "Service to the community." Reprints of the page are available from Kenneth R. Orwig, public relations director of the newspaper.

• Effective Jan. 8, the **Miami News** changed publication of its food section from Wednesdays to Thursdays.

• A special display during January in the lobby of the Time-Life Bldg., 9 Rockefeller Plaza, New York, carries a "salute" from **Life** to the nation's franchised retail automobile dealers.

• A "pass-along" readership of 5.9 readings per title has been reported for **Pocket Books Inc.** by Benjamin Co., representative. Advertising plans for Pocket Books for 1959 include special ad sections bound into the books and the use of cover pages for advertising. About 15 new titles and 5,000,000 books are issued each month by the publisher, Benjamin Co. says.

• **WGN-TV**, Chicago, has increased its color programming by 50%, bringing the total hours a week to 21.

• "A Look at Look" is the title of "A Report for the Staff" by Cowles Magazines Inc. The brochure, which is also being sent to agency executives, describes the operations of **Look**, its philosophy and tells about its top executives. In an accompanying letter, *Look* reports that in 1958 it moved from fourth to third place among all magazines in ad revenue, with a total of about $43,000,000—"within 1% of the alltime *Look* high achieved in 1957." The magazine also reports that its paid circulation set new records in 1958, averaging just under 5,700,000. *Look* says it plans no advertising rate increase in 1959.

• **Playboy** plans a special "Travel at Home and Abroad" issue in May. The special issue will include travel articles and tips plus information on credit card plans and European car rental. Special emphasis will be on the role played by the travel agency, according to *Playboy*.

• In a "pocket letter," **McCall's** reports that its December estimated total circulation of 5,500,000 set an alltime record for the publication's December circulation. *McCall's* also reports on readership patterns, on a survey of the home sewing market (copies of the survey report are available from the magazine) and on "advertising values of magazines." *McCall's* also reports that it is expanding its Use-Tested program to include "practically" all products sold in supermarkets, drug stores and department stores.

• The **New York Herald Tribune** has postponed for two weeks its "Port of New York" supplement. The supplement is now scheduled to appear Jan. 29 in the *European Herald Tribune*.

• **Department of New Laurels:** **Ebony** reports a record ad volume for 1958 of 578,308 lines, or 850 pages, compared to 546,694, or 803 pages, for 1957.

The January issue of **Architectural Record** carried 220 pages of advertising, a gain of 23 pages over the January, 1958, issue, the publication reports.

PROMPT—*Just 40 minutes after the design was announced, the Philadelphia Bulletin raised the 49-star flag over the Bulletin Bldg.—possibly the first public display of the new design. The Bulletin thinks also it may have been the first to run a color illustration of the flag with a Page 1 appearance on Jan. 4. The new flag will not be flown regularly until the official date, July 4.*

Industrial Maintenance & Plant Operation reports that 1958 was the biggest advertising year in its history with a 9½% increase in total advertising units over the previous year.

The February issue of **House Beautiful** carries 20.5% more advertising linage than the same month in 1958. The linage gain includes an increase in color pages of 39.3% over 1958.

The **Contractor**, a twice-monthly news tabloid in the plumbing, heating and air conditioning field, reports a space sales increase of 1½% and an 11% increase in billings for 1958 over 1957. The publication has hiked its circulation to 28,700.

Holiday's January, 1959, issue is the biggest on record for that month with an ad revenue gain of 22.6% over the previous January. Ad revenue for the current month was $648,354, compared to $528,760 for January, 1958. Ad linage increased to 320 columns from 294 columns, a gain of 8.8%.

Bride's Magazine reports a record 214.6 pages of advertising for its spring issue, making it the largest issue in the company's 24-year history.

McCall's ran up 17.4% and 12.2% gains in revenue in January and February, respectively, of 1959 over 1958, and 8.3% aand 0.4% increases in linage for the same months. January, 1959, ad revenue was $980,000, February, $1,790,000.

The spring issue of **Bride & Home** will carry a record number of ad pages—an increase of 18.7% over the spring, 1958, issue, the publisher reports.

Woman's Day reports that its February issue will carry an increase of 39% in ad pages over the same issue last year.

Hot Rod's February issue will carry more advertising, in both dollar volume and linage, than any previous issue in the 11-year history of the publication, *Hot Rod* says. Advertising for the issue totals 13,676 lines—a 14.1% increase over the previous high issue. *Hot Rod* also reports that dollar volume for the first two months of 1959 is running 57% ahead of the same months in 1958.

Redbook closed its February issue with 10% more display ad linage than the same issue last year. The magazine also reports that its November circulation was in excess of 2,770,000, up 9.5% over the same month of 1957.

The January and February issues of **Sports Afield** show a cumulative linage gain of 6.1%, with the February issue up 8.2% in linage over the corresponding period of last year. #

"Here's where we need that color!"

When you see the imposing figures "researchers" have piled up on the tremendous pulling power color adds to advertising, it's easy to understand why all advertising media sparkle with it. With this kind of competition, it's natural that experienced advertisers insist on seasoned photoengraving knowledge and skills for reproducing their original copy. . . . It's significant that ROGERS master-craftsmanship, precision techniques and conscientious service day and night, are increasingly in demand.

ROGERS
engraving company
2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

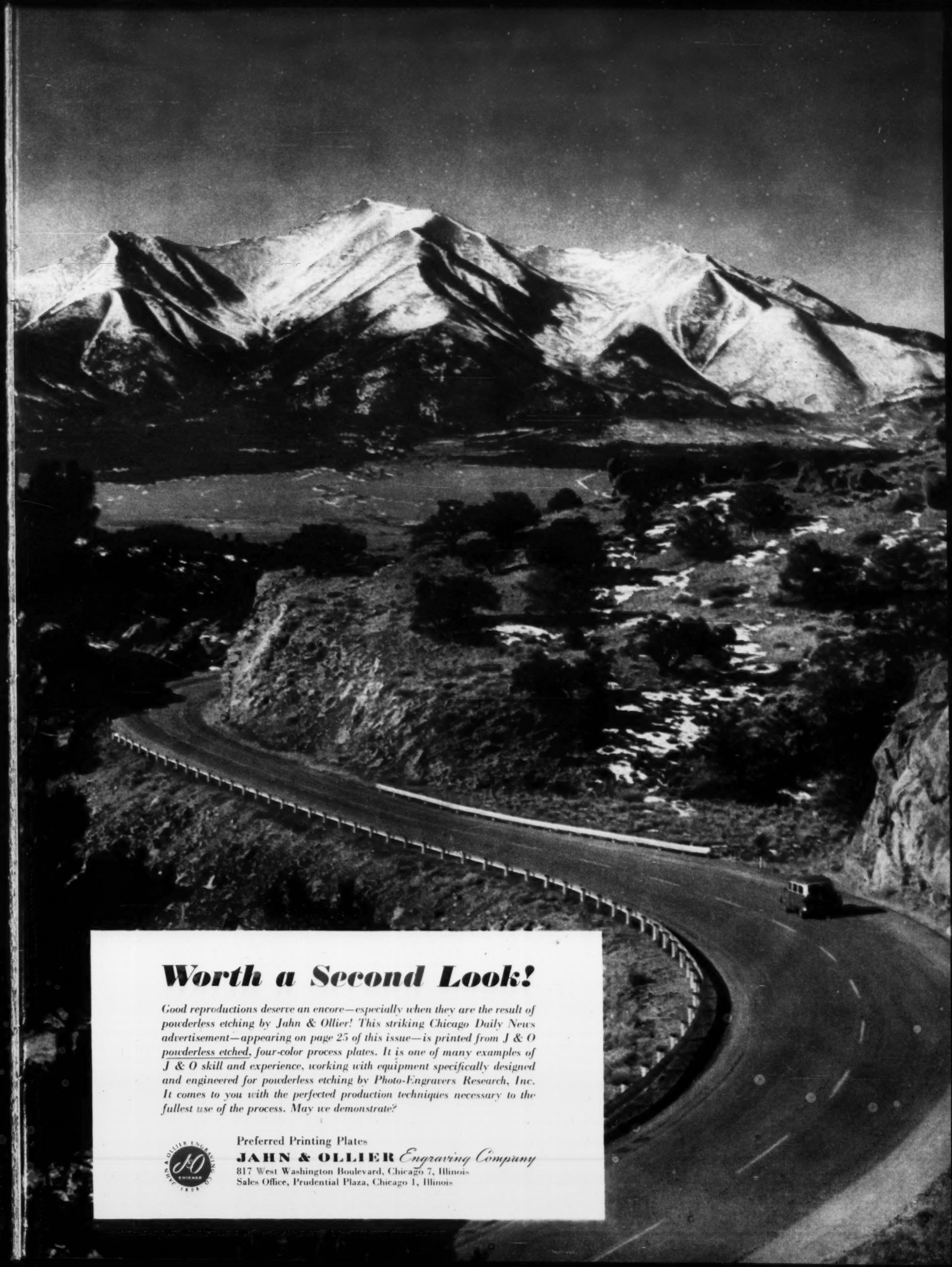
YOU CAN'T COVER NORTH CAROLINA WITHOUT THE WINSTON-SALEM JOURNAL AND SENTINEL

RECORD $14,000,000 BEING SPENT ON HIGHWAY PROJECTS IN WINSTON-SALEM METROPOLITAN AREA

These eight major street and highway projects symbolize Winston-Salem's dynamic progress. Coming up are 6 more big projects costing many additional millions. This is North Carolina's "action market" . . . where progress, dollars, trade, and industry are all bigger than ever!

CIRCULATION NOW 102,931
Pub. statement ending September 30, 1958

JOURNAL MORNING SENTINEL EVENING REP. KELLY-SMITH COMPANY



Worth a Second Look!

Good reproductions deserve an encore—especially when they are the result of powderless etching by Jahn & Ollier! This striking Chicago Daily News advertisement—appearing on page 25 of this issue—is printed from J & O powderless etched, four-color process plates. It is one of many examples of J & O skill and experience, working with equipment specifically designed and engineered for powderless etching by Photo-Engravers Research, Inc. It comes to you with the perfected production techniques necessary to the fullest use of the process. May we demonstrate?

Preferred Printing Plates

JAHN & OLLIER *Engraving Company*

817 West Washington Boulevard, Chicago 7, Illinois

Sales Office, Prudential Plaza, Chicago 1, Illinois

Watch for the

To be announced soon

new, PRE-TESTED quality

MAGAZINE for TEEN-AGE girls

by DELL PUBLISHING CO., INC.

Magazine Scene to Brighten in '59: 'Value Line'

Factors Causing Gains in Revenue Outweigh Negative Items: Bernhard

NEW YORK, Jan. 13—"Magazine publishers were hit with a fusillade of problems in 1958. For the first time in 16 years, total advertising expenditures failed to advance above year-earlier levels," the "Value Line Investment Survey," published by Arnold Bernhard & Co., says in its current issue released yesterday.

"As the advertising pie shrank," the survey says, "so did magazines' share of the pie. At the same time costs climbed irresistibly. With revenues on the wane and expenses on the rise, publishers' profits, with few exceptions, tumbled in 1958."

However, the survey says, "Forces are at work that should make the publishing industry's future brighter. The current year offers publishers the prospect of a far better market environment—dotted, to be sure, with many of the old problems that have beset the industry. But the favorable factors appear likely to outweigh the adversities in 1959.

• "Advertising budgets will probably expand substantially," the report says. "Business men's confidence has risen strongly in response to widespread improvement in economic activity. Of perhaps greater importance is the big improvement foreseen for the auto and appliance industries in 1959. Auto makers' selling prospects, though still tentative, are far brighter in the current year than they were in 1958. Electric appliance manufacturers foresee a continuing advance for their products. Retail sales of electric appliances in 1959 are expected to surpass 1958 volume by a solid 10%. Accordingly, these two industries—important buyers of advertising space in magazines—will likely boost their promotional expenditures considerably in '59.

• "Circulation increases achieved by many publishers in 1958 contributed nothing to profits that year. But as a result of the wider reading audience, many publishers have been able to raise the advertising rates for their 1959 issues. Thus, several publishers stand to receive more revenue for every line of advertising sold in the current year.

• "Increased promotion of gatefolds, booklets and other special advertising forms should help magazines win more advertising in '59. We do not expect the industry's present difficulties with postal authorities to hinder seriously the growing utilization of these special ads," the survey says.

"Publishers need only comply strictly with the postal regulations regarding page numbering and other requirements to avoid clashes with the Post Office Department. The postal rules defining second class matter are relatively clear, and a strict enforcement of these rules by the department is, after all, a justifiable policy.

"Thus," the survey says, "we expect magazine ads of unusual size and shape to be sought increasingly by advertisers, providing magazines with an additional boost to revenues in '59.

"But the growth potential of 'special ads' is, at the same time, rather limited. An excessive number of such ads in an issue would rob each ad of its novel quality, and the impact of the ad on the reader would be greatly reduced. Secondly, too many gatefolds, inserts, booklets and cards would convert magazines into cluttered catalogs, a spectacle neither bargained for nor desired by the reader. Consequently, we expect good—but not gigantic—gains in advertising revenue to flow from the growing use of special ads in magazines.

• "Magazine publishers have become increasingly aware of the need for media-wide promotion (in contrast to the publishers' past practice of promoting only their own magazines, usually by critical comparison with other magazines).

"The recent merger of the Magazine Advertising Bureau with the Magazine Publishers' Assn. provides the industry with an organization well-equipped to undertake studies of magazine audiences, to amass documented accounts of the effectiveness of magazine advertising, and to formulate promotional programs of the industry—all of which are urgently needed," the survey says.

"In the past, individual publishers conducted separate market studies, using different and confusing bases for their studies. A program of audience research con-

PRINTING BUYERS

FACTS—about roll-fed offset printing

- Paper in rolls costs less
- Prints 4 times as fast
- Prints 2 sides in one operation
- Prints and folds on press
- Two colors at single-color prices

CATALOGS—CIRCULARS, etc.

DANNER PRESS, INC.

Akron, Ohio
FRanklin 6-6175

No one is more responsive to advertising than the man who keeps getting ahead in business

THE WALL STREET JOURNAL

The National Business

Published at:

Eastern Edition
NEW YORK & WASHINGTON, D. C.
44 Broad St. • 1015 14th St., N.W.

Midwest Edition
CHICAGO
711 W. Monroe St.

Southwest Edition
DALLAS
911 Young St.

Pacific Coast Edition
SAN FRANCISCO
1540 Market St.

ducted by the Magazine Publishers' Assn. would likely lead to the compilation of data far more meaningful and useful to prospective advertisers."

■ However, the survey points out, such industry-wide studies and promotion are unlikely to be completed and presented to advertisers within the current year. So the impact of such studies on advertisers and on magazine advertising revenues are not likely to be widely felt during 1959.

The survey also notes several problems that will confront publishers in 1959.

"Many advertisers who switched some of their advertising funds to local, selective media in 1958," the survey says, "may choose to stay with such media in the current year. For many advertisers, these media proved to be quite effective in '58. The prestige and coverage afforded by national media may be an insufficient lure with which to retrieve this body of advertisers in '59.

■ "No reversal of the unfavorable trend in newsstand-to-subscription sales is foreseen for magazines in '59," the survey says. "Even the relative profitability of selling via newsstands is now being threatened. Independent wholesalers and distributors of magazines may soon insist on a larger share of the magazine's newsstand price. Many wholesalers consider their present share of a magazine's retail price too slim to provide a profit. A larger discount from magazines may be demanded.

"In addition," the survey says, "there are the problems of 'cost growth.' On Jan. 1, 1959, postage rates for magazines were boosted 10% on editorial material and about 15% on advertising material. On the same date the minimum charge on third class letters—used extensively by magazines to garner new subscriptions and to keep existing ones—was hiked from 1½¢ to 2¢, an increase of 33%. Of course, the prospect of soaring postal costs was fully recognized by publishers in 1958. To offset, at least in part, the burden of higher postage expenses on 1959 earnings, several publishers probably boosted the advertising rates for their 1959 issues more steeply than they otherwise would have if no postal rate increases had been enacted."

■ Pointing out that in the coming three to five years total advertising expenditures are likely to continue to grow, the survey notes that "the competitiveness that characterizes our present economy is expected to increase rather than subside in intensity.

"In such an economic climate," it says, "business men will be compelled to advertise extensively simply to maintain consumer awareness of their products and services.

"In addition, the array of new products that will flow from industry's sizable research programs will also require heavy advertising in order to capture the consumers' attention and interest."

The survey forecasts total advertising expenditures for 1962-64, based on a gross national product of $555 billion, of about $15 billion annually, nearly 50% more than the amount spent in 1958. It forecasts a modest gain in the share of total advertising in magazines—from an estimated 7.6% in 1958 to 8.5% in the 1962-64 period. #

Fairfax Gets Mitsubishi

Tri-Wheel Trucks Inc., western hemisphere distributor of the Japanese-made Mitsubishi three-wheel trucks, has appointed Fairfax Inc., New York, to handle its advertising. The Japanese truck will be introduced here in March. An introductory budget of $200,000 for newspapers and business publications has been set.

De Vries Adds WGR Post

VanBuren W. De Vries has been named general manager of WGR while continuing his post as general manager of WGR-TV, Buffalo. This title was not in use at the radio station previously. Mr. De Vries is a vp of Transcontinent Television Corp., operator of the stations.

Murphy Joins Frazer

Clyde W. Murphy has joined Edmund J. Frazer & Associates, Pasadena and Los Angeles, as one of the principals of the new agency. Mr. Murphy was formerly president of his own agency in Chicago—Carroll Dean Murphy Inc., now inactive.

Biddle Co. Adds Coffing

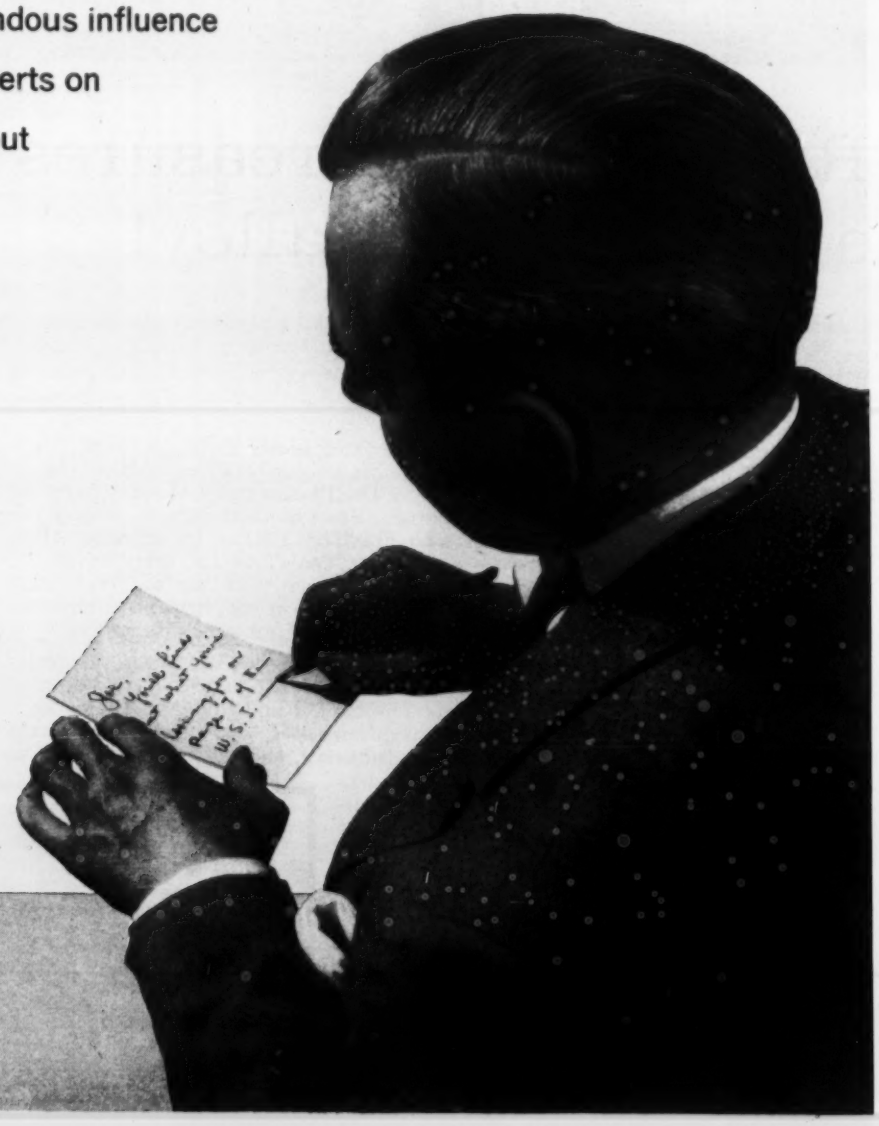
Coffing Industries, Covington, Ind., has appointed Biddle Co., Bloomington, Ill., to handle its advertising. Coffing is a new company, which produces aircraft instruments and systems.

These men have growing responsibilities . . .

in buying power . . . in buying influence.

Next time you see a man reading The Journal,

visualize him in hundreds of cities throughout the United States and hundreds of thousands of offices. You will have a sharper picture in your mind of the tremendous influence The Wall Street Journal exerts on men who have the say about what business buys.



Daily

Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is **PROMPT . . . THOROUGH.**

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46
Phone OLdfield 6-0304

In the first 50 morning papers Riverside Enterprise ranks 29th in Retail advertising, 43rd in total Display advertising, 47th in Total advertising and 35th in Financial advertising.*

see the man from **RIVERSIDE PRESS** *and* **ENTERPRISE**

**Source Media Records*

**11,193,882 lines of retail advertising '57*

Represented nationally by Doyle and Hawley, Los Angeles, San Francisco, New York, Chicago, Boston, Minneapolis.

Housewares May Reach $4 Billion Level in 1959

(*Continued from Page 2*)

crease in 1959 over 1958 levels. In predicting the range of increases, buyers were the more cautious of the two groups, with 38% forecasting from 10% to 49% dollar volume increases; 62% of the manufacturers said they expect the same range of increased business.

The industry's sales volume in 1957 amounted to about $3 billion, and sales for 1958 were expected to be slightly ahead of 1957.

■ Following are some of the new products spotted at the show by ADVERTISING AGE:

• **Hamilton Beach Co.** showed a "hat box" rug cleaner, listed at $69.95. It will be introduced initially in about 40 markets, and will be promoted with a page ad in the April issue of *House & Garden* and by 1,000-line r.o.p. color ads in newspapers in the key markets. Hamilton Beach will place more emphasis on newspapers and less on magazines this year than it did in 1958. Clinton E. Frank Inc. is the agency.

• **Silex Co.** displayed an automatic glass coffee percolator which has been in test since November in Chicago and Milwaukee. National advertising will begin in May with an ad in *The Saturday Evening Post*. Although the media list and budget have not been completed, AA learned that other magazines would be used plus some local advertising. Robertson Potter Co. is the agency.

W. RICHARD GUERSEY, *vp and general manager of Philippine Advertising Counselors, has been elected president of the Assn. of Philippine Advertising Agencies, Manila.*

• **National Presto Industries** exhibited a family size Control Master griddle. As part of a 30-day introductory offer, the Control Master will be sold for $19.95, with advertising to break in February on the "Today" show (NBC-TV). Donahue & Coe is the agency.

• **Brearley Co.** showed a Counselor Electra bathroom scale, equipped with a 300-lb. dial, which will retail for $11.95. It will be promoted this fall with half-page ads in *Better Homes & Gardens, Bride's Magazine, House Beautiful, Ladies' Home Journal, McCall's* and *Parents' Magazine*. The agency is Cunningham & Walsh.

• **Dormeyer Corp.** displayed a deluxe Blendwell automatic mixer, to retail for $44.95. It has three speeds and is controlled by three pushbuttons. It wil be promoted in *The Saturday Evening Post*, women's magazines and trade publications, starting in July or August. John W. Shaw Advertising is the agency.

• **Hunter division of Robbins & Myers** displayed a 20" all-purpose electric fan, which will retail for $59.95. It currently is being advertised in trade publications, with consumer advertising slated to start in June in *The Saturday Evening Post* and in local media. Greenhaw & Rush is the agency. #

Polk Paints Chicago Orange to Shatter Winter Doldrums

(*Continued from Page 3*)

Bean" (WNBQ) Sunday afternoons and "Chicago Bandstand" (WNBQ) and "The Blue Fairy" (WGN-TV) on weekdays. All are color shows and add up to more than 12 hours of tv a week.

■ Orange colored and scented ads will appear in all four Chicago dailies and in five suburban papers at the rate of 100,000 lines a week. The radio schedule includes 5,000 spots a month and will use NBC's "Monitor."

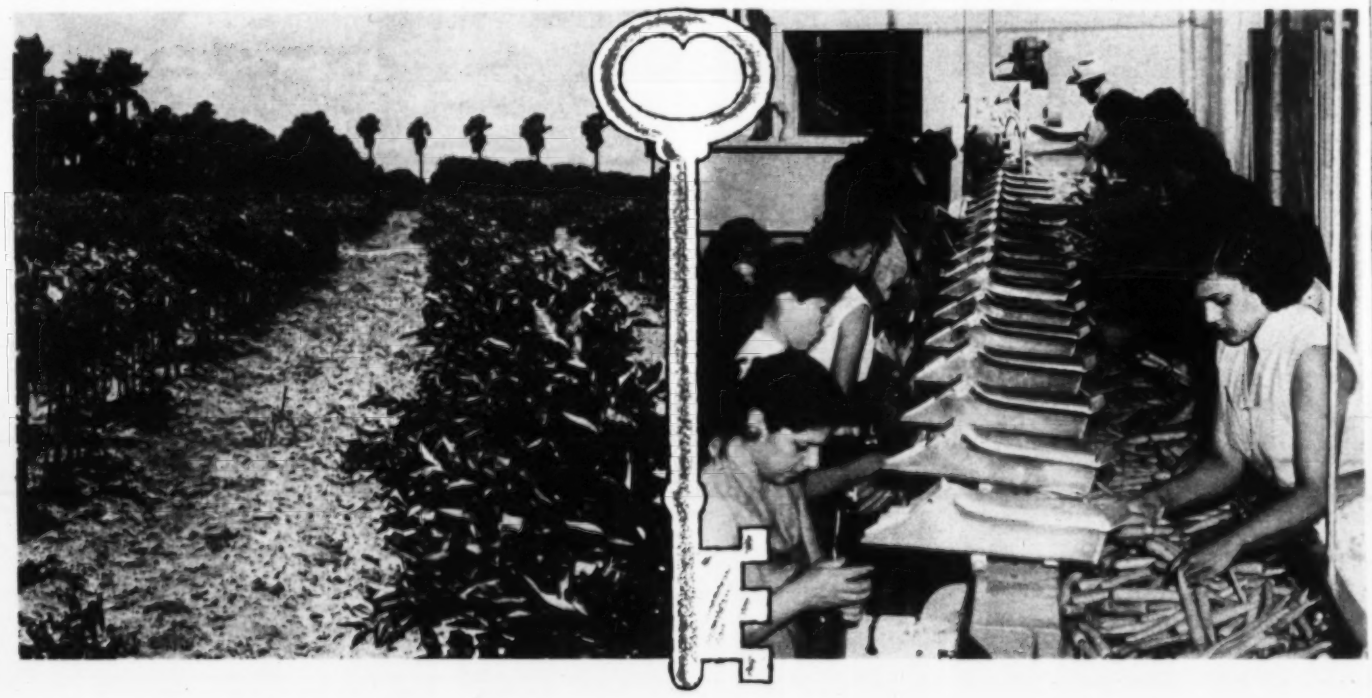
Direct mail is slated to reach 300,000 Polk customers once a month, and 120 24-sheet posters will blanket the city. Heavy point of sale in all seven stores is also being used.

Polk is also doing extensive pr work in support of the campaign —using bright orange paper, of course.

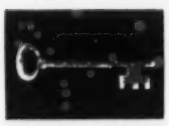
Cypress Gardens, Fla., will be tied in heavily in the promotion for the contrast value it offers to winter in Chicago. Cypress Gardens will be featured in many of the ads and in posters in all stores. #

Murray to 'Nation's Business'

John D. Murray, formerly midwestern sales manager of *Printers' Ink*, has joined the Chicago sales staff of *Nation's Business*.



MASTER KEY to the Treasures of the Rio Grande Valley!



Only The PACKER can Unlock the Fabulous Buying Power of 247 "Key Men"!

The Rio Grande Valley . . . fabulous treasure house of fresh fruit and vegetables . . . stretches along 150 miles of our southern border. Here, fields of tomato plants, laden with scarlet fruit, flourish between groves of citrus trees . . . cucumber, pepper, eggplant and melon fields stretch as far as the eye can see . . .

Here, too, millions upon millions of dollars are spent on farm machinery, fertilizers, insecticides, packing materials, petroleum products, cars, trucks and tractors by the growers and shippers of the Rio Grande Valley.

It is the "key men" — the big shippers, the managers of cooperatives and owners of big fruit and vegetable companies who control the immense buying power of "The Valley", financing, advising, helping and selling to the smaller farmers who sell them their produce.

Only The Packer can reach these key men. They are the 247 Packer subscribers in the Rio Grande Valley who read The Packer every Monday morning for the important news of their industry. They are the men who use The Packer to advertise their produce and their "deals" to the markets of the nation. They are the men who look to The Packer advertisers for the latest in supplies and equipment to make their operations more profitable.

In the Rio Grande Valley — and wherever fruits and vegetables are grown, shipped and marketed — you will find The Packer and will feel The Packer's influence. As the *Newspublication* of the Fresh Fruit and Vegetable Industry, there is no other medium that can be as effective, as fast, in reaching the buying power of nearly 16,000 Key Men.

Here's a Look* at What "The Valley" is Buying!

In one 60,000 acre section of "The Valley" Packer subscribers and the farmers they influence are buying $2,366,400 worth of fertilizers and insecticides. They operate 1,191 tractors and 1,005 trucks and pickups. The "Key men" in this area have been **Packer subscribers for an average of 24 years each!**

To sell the Rio Grande Valley, The Packer is the master key that will open the 247 Key Men's doors.

*For a closer look — write The Packer for detailed folder "Key to the Rio Grande Valley"

THE PACKER

201 Delaware • Kansas City, Mo.

ABP ABC

Newspublication of the Fresh Fruit and Vegetable Industry

Lestoil Boosts Spot TV Spending as Rates Climb

(*Continued from Page 3*)

every week, and still buys every station in a given market, "We have by-passed some stations this year." The reason, Mr. Eskenasy indicated, is that some stations in multi-station markets have been setting much higher rates. He added: "We would prefer to buy time on the other stations—and our sales picture in these markets where we have done this has indicated that we used prudence."

Rising rates, especially in markets where additional stations are being added, have caused Lestoil to turn to newspapers—"and not merely as supplementary campaigns."

Lestoil used newspapers prior to 1954, but was "unable to get the coverage and saturation on sufficiently economical terms."

Mr. Eskenasy explained that five years ago Lestoil distribution was limited and "we thought newspapers in our home town area would allow us to pay local rates—but they insisted on full national rates.

■ "Had their rate cards been more flexible," he said, "it would have perhaps enabled us to economically test our markets and methods. And it is quite possible that our growth might have been accomplished much earlier than it was—through newspaper advertising.

"We feel that the rigidity of newspaper pricing structures has prevented others like ourselves from gaining a foothold in the market—or perhaps has forced advertisers to use other media more liberally." Lestoil subsequently turned to spot tv for its "one last attempt in advertising."

In five years of advertising, continued Mr. Eskenasy, "we have never reduced our television advertising in our older areas, but, in fact, we have practically doubled our spot purchases."

■ However, because of "our theory that tv is not watched as avidly nor as regularly as in the early days," Lestoil has found it "necessary to buy twice as many spots to get the same number of viewers" as it got in 1954. He added, however, that "our sales in these older areas increased with the added number of commercials—to a point, that is."

■ In contrast to Lestoil's theory of saturation spot tv being a 52-weeks-a-year proposition was Nescafe's idea of "short and spaced flurries" in spot radio, as outlined by Joseph Scheideler, exec vp of Bryan Houston Inc.

"When we were on two weeks, then off two weeks and then back on again," he said, "we found that people thought the campaign was continuous. More importantly, by measuring store audits and sales we found a continued curve; despite our interrupted pattern of radio advertising, indicating that this specific Nescafe campaign had an effective life range of twice its air time at least."

■ Mr. Scheideler said Nescafe first tried short-term saturation ("a couple of months" in duration) five years ago. "At a time when most of us were used to thinking of 20-a-week as pretty big stuff, we put about 100 Nescafe announcements weekly on WLW, Cincinnati," he said. The technique "reversed a declining sales curve in what was then a trouble market."

Subsequently, the same approach was used in other major markets needing "an additional hypo," until saturation advertising is now "a regular and flexible part of Nescafe's annual media budget," he said. #

Heinz Elects Armour President in Executive Realignment

Frank Armour Jr. has been elected president of H. J. Heinz Co., Pittsburgh, succeeding H. J. Heinz II, grandson of the founder, who was named chairman of the board, a new post. Mr. Heinz continues as chief executive officer. Mr. Armour formerly was exec vp of world operations. In the reorganization of top management aimed at "improving the Heinz competitive strength in marketing," B. Dent Graham, formerly vp in charge of marketing, was named exec vp in charge of U.S. domestic business. He will also become a member of the executive committee of the board.

Although Mr. Heinz is still head of the company, it will be the first time since the Heinz company was founded that a man with that last name has not been president.

sell the doctor

when his mind is on medicine

in MODERN MEDICINE

the one medical journal that reviews more than 5,000 medical publications including those originating in 28 foreign countries—and reports on everything new, important, and of practical value.

THE DOCTOR'S MARKET PLACE FOR PRODUCTS HE PRESCRIBES, BUYS OR RECOMMENDS

There's more to SALT LAKE than SALT LAKE

Salt Lake is only the beginning of the Salt Lake Intermountain Market. When you buy Salt Lake, you automatically add a million more, because Salt Lake is the center and control point for a market of 1⅓ million. Buying doesn't stop at the imaginary boundry lines of Salt Lake City, but extends out hundreds of miles into this great mountain basin. It's unique, we admit, but true that this is one big buying area, sold and served by Salt Lake's two metropolitan newspapers.

NEWSPAPER AGENCY CORPORATION NAC NATIONAL AGENT

The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

A CITY MOURNS...

and a great newspaper gives voice to its sorrow

When tragedy strikes,
as in the recent holocaust at
Our Lady of the Angels School,
the daily newspaper
performs its basic and most noble
function—public service.
For it is to this friend and confidant
that a stunned populace calls out . . .
for knowledge that dispels fear . . .
for compassion that eases grief . . .
for interpretation and recommendation
that prevents recurrence.

A great newspaper is not merely
headlines and text, lines of
advertising or numbers
of copies sold—it is much more.
It is the blood, bone, and sinew . . .
the joy and pathos . . . the work and the
play of daily living in its community.
It is people . . . Myron Weigle who
manned the City Desk 16 hours without
relief . . . Peter Reich who expressed
in sheer poetry the tragic moment . . .
Steve Lasker who wrote with his camera
an enduring elegy . . . the Home
Delivery staff who devoted a lunch hour
to donate blood to victims of the fire.
It is the more than 2000 men and women
of The Chicago American who
recognize the need,
are dedicated to meeting it,
and have the ability to fulfill it.

THE CHICAGO AMERICAN

• CHICAGO OWNED • CHICAGO EDITED • CHICAGO DEDICATED

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE INC.

Feature Section

Advertising Age

Students Can Be Schooled: Wooll

Pot Pourrie—Production

Learning from Retail Ads: Bedell

Employes and Financial Information

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Advertising Must Be Unexpected and Believable to Break Through Subliminal Barrier, Says Ludgin

By Earle Ludgin
Chairman, Earle Ludgin & Co.

Admen, says Earle Ludgin, face a formidable double-barrier: (1) the consumer sees and hears so much advertising that he conditions himself against it—he "turns off his mind" to most of it—and (2) he isn't really primarily interested, anyway, since he buys a newspaper or magazine or switches on tv or radio to read about, see or hear something else, not the advertising. Despite this discouraging state of things, advertising can break through to the consumer's consciousness, says Mr. Ludgin, if you make the advertising unexpected and believable. Mr. Ludgin's views, well documented, and his suggestions are reproduced here as presented in a lecture to a class in creative advertising at the University of Chicago.

Earle Ludgin

Advertising is a power. It is a force. It is a propulsion.

Its importance in our economy is something I'm sure we here understand and accept.

Yet there are some characteristics about advertising and the conditions under which it works that I think deserve re-statement, especially in connection with a study of creativity in advertising.

One such condition is that advertising requires a carrier. It is not self-sustaining. No one would read a magazine that consists of advertisements alone. No one would tolerate a program that was all commercials. It is perhaps an over-simplification to say that the most usual carrier is *entertainment*. It takes the news in the newspaper, the articles or fiction or illustrations in a magazine, to *carry* our advertising to the reader. And in radio and tv, it is entertainment all by itself.

■ Essentially, then, advertising is an accessory *after* the fact.

When a consumer buys a newspaper or a magazine, the advertising is there. When he watches tv or listens to radio, advertising is there. But advertising isn't anything he buys on purpose. Or even receives without mixed feelings.

Since the carrier then is primary to the consumer, we who create advertising must consider it in connection with the advertising we create. To *us* the advertising is of first importance, and as a consequence we may get a distorted view.

■ The reason I review these truisms is that I think they represent the base upon which all creative advertising must be built.

All advertising has to struggle to be seen or heard. To do its work, it must do something first. It must get the attention of the reader. And then must hold it long enough to make its selling message effective.

None of us is naive enough nowadays to assume that every reader of a magazine is actually a reader of our advertisement. But it is a shock to us just the same when we see a Starch report which indicates that those who "read most" of it number about 1%.

Immense Volume of Advertising a Problem

Let me turn to another factor which I think is of profound importance in creating advertising. And is mounting in importance each year.

We can approach it very simply by citing two figures:

In 1940, one billion dollars was invested in national advertising.

In 1957, *five and a half billion* dollars was invested in national advertising.

■ It's true that there has been an increase in population. It's true that television has given us a tremendous new medium. But the essential fact is that in the space of 17 years, five and a half times as much advertising is being directed to the American public.

The advertiser who thinks that his competitors are his principal problem is misled. All advertisers are his competitors for the consumer's attention.

With advertising growing to these astonishing proportions, the struggle for attention becomes a struggle indeed.

Put in its simplest terms, I would say that advertising is creating many of its own problems. The very weight of advertising minimizes the chance for success of *any* advertising, and makes the creative job all the more difficult. And all the more important.

■ Perhaps a specific example will illustrate the weight of advertising better than anything I can say.

I have here a copy of a recent Sunday edition of the *Los Angeles Times*. And I have had every page of it mounted so you can see what a reader is presented with in just one issue. Everything is here except the want ad pages. [Mr. Ludgin unrolled the paper—a roll several hundred feet long.]

Have I in any way exaggerated the difficulty of getting *your* ad seen in this welter of advertising pages?

■ The *Los Angeles Times* is not an exception. The *Chicago Sunday Tribune* would make a similar exhibit. Or the *New York Times*. Or the *Milwaukee Journal*.

And although I have chosen the Sunday edition, an equally thought-provoking case can be made for daily papers, especially with the Thursday and Friday food sections.

■ I don't know what conclusion you come to on seeing this display. I know what mine is. It is simply this:

Most of the advertising here is subliminal. It never reaches the full consciousness of the reader.

But I use the term "subliminal" in a sense far different from that intended by its originators. They maintain that subliminal advertising can move consumers to action. I believe that advertising which is "below the threshold of conscious awareness" is expensive, ineffective and contrary to any intent and purpose of the advertiser.

So when I say that the advertising which you see here is largely subliminal, I am paying it no compliment.

■ Now I am going to ask you to look at an issue of the *Ladies' Home Journal* in the same way. These are all the pages which a reader is supposed to see and read and be influenced by.

One thing that emerges here in a publication of this kind is that the editorial material, while it serves as the carrier for the advertising, also in a sense *competes* with it. Educators have a phrase that would serve us here. They speak of the reader's "span of attention." The question for us is how far a reader's span of attention can be stretched.

Same Problem Applies in Broadcasting

So much for our examples in print.

What is the case with the broadcast media?

There has been, as you know, a strong resurgence of interest in radio in the last few years. After a period of decline, radio has shown a brisk revival. But here again there are important challenges for the creative man.

Radio is not the same medium that it was. In the years of its dominance, radio built most of its success on network programming. There were Jack Benny, Kate Smith, Amos 'n' Andy, Fibber McGee and Molly, The Goldbergs, Lux Radio Theater, the Hit Parade—and all the others whose names made radio history. These were network shows. There were also local programs of important regional popularity.

But they were all *programs*.

■ Today, radio usually has an adjective added to its name. It has become Saturation Radio. As you know, this term means buying enough *spot* announcements to influence a local market.

Network radio has lost its programming hold.

Advertisers buy market-by-market. The entertainment is no longer in the form of programs from which the advertiser received the plus of program identification and association with a star performer. Local stations provide the entertainment. You know how often this means a disc jockey, who usually provides recorded music interspersed with too many recorded announcements.

The formula consists of one musical number, followed by one commercial. News and weather reports provide opportunities for two or more commercials.

■ If you suspect that I am saying that radio is over-commercialized, I am. I think, in fact, that radio is preparing to die all over again. But that isn't the point here.

98% of the homes of the country have radios. Most automobiles are wired for sound. A vast audience is there, if you can get them to hear you.

The creative challenge in radio is one of the greatest in all advertising. That it can be met was shown by the Pepsodent campaign "You'll wonder where the yellow went," which you remember.

■ It's interesting, too, to note the change in commercial length. Since many of the best availabilities are at station break periods, 20-second, 10-second and even 6-second spots are widely used.

A 6-second commercial certainly taxes the ingenuity of its creator.

If, then, you are going to use radio in your campaign, you'll have to use it under changing rules. You'll probably be using spots instead of programs. And your spots will require high impact, high velocity and considerable frequency.

It is still radio. But the creative man has to redefine his objectives, because as I have tried to indicate, while radio is an old medium, it has come up with some new conditions and new problems.

■ The last great "carrier" of advertising that I want to discuss is tv. Someone said recently that television is a "tired" medium. I think that is true. It has certainly lost a good deal of its early magic and allure, when people watched everything and anything on their home screens.

As a carrier for advertising, tv has tremendous strength still. Habits of view-

ing are changing some, but viewing generally remains extraordinarily high. But there are changing patterns in the medium that affect us and they deserve some recognition.

▪ For example, in television as in radio, there has been an increasing movement by advertisers to the purchase of spots. Even the largest advertisers, who formerly relied exclusively on programs, have turned to spots. Where formerly spots were largely bought locally by local advertisers, they are now bought by national advertisers who vie for the best rated opportunities.

One result is that the *length* of the advertising message has shrunk. A spot in a program would be at least a minute, often a minute and a half, and frequently two minutes.

Even cross plugs for alternate sponsors were 30 seconds or 60 seconds. Now, since the best rated spots are station breaks, the length is 20 seconds at the most, and often 10 seconds, for which the audio is often only 8 seconds. And there are 8-second or station identifications for what the audio is only 6 seconds.

▪ The reduction in selling time makes the creative job all the more difficult and all the more important.

Of even greater moment, I think, is the increase in the *number* of spots. Count them at station breaks and you'll find a minimum of two, and a great percentage of three. One agency has recently stirred the issue vigorously by refusing to accept triple spotting for any of its clients.

▪ Triple spotting is only one phase of the problem. The networks, when they created the Jack Paar and Dave Garroway shows, moved into time which the individual stations usually sold locally, and profitably. Jack Paar took time that was ideal for movies. Many stations preferred their local billing, which incidentally is higher than payment by the network.

To sweeten the situation, NBC provides time in each Jack Paar show for *locally* sold announcements. This means that there are two kinds of spots, those appearing nationally on the network and those appearing locally on the individual stations. The viewer is not conscious of the difference, of course. All he knows is that there are an awful lot of spots in the Jack Paar show.

Watching the other night, I counted three local spots at each break, one right after the other, in addition to the network commercials. The creative job in this melee is not easy. Identification alone is reasonably hard to accomplish.

▪ If you aren't buying participations in the Jack Paar show, and aren't buying a program, but are interested only in spots, the problem is still complex. The boredom of your audience is an increasing factor.

I have had kinescopes made of several nighttime programs which bear out what I have to say, but they take eight or ten minutes to screen, so I ask you to follow them in outline.

The period of boredom for a viewer sets in when a program ends and the credits begin. The credits list the names of the producer, the writer, the cast, the electrician, the makeup men, with a minimum of 15 to 20 listings.

▪ *Here is where your viewer turns off his mind.* Nothing is going to happen of interest to him until the next program. He can go to the kitchen for a Coke. Or he can just relax.

Following the credits, there is usually a closing commercial for the sponsor, or a cross-plug for next week's sponsor. Then there are two, three or four commercials. Then there is the opening commercial for the next program.

It is in this period of boredom that your commercial is likely to appear. Death Valley is what it could be called. But your commercial has to shine and sparkle and charm that reluctant viewer —who has no intention of seeing your commercial.

▪ In case this seems like a dim view of things, let me quote a paragraph from an article on tv ratings in the September issue of *Harper's Magazine*. The author, Bernard Asbell, says:

"Last summer, the Ford Motor Co. privately surveyed the viewing of five top shows. In average, each show was seen by 10% of the people. Of these 10%, 31% left the room during the commercials."

I could end the quotation right there, but here is the rest of the paragraph, all unsweetened:

"Of those that stayed, 23% couldn't recall a single detail of the commercial pitch (and the survey was taken within thirty minutes after each show ended). So the Ford people, starting with a rating for the programs of 10.0, refined it down to a rating for the commercials of 5.3. But did the commercials convince anyone or sell anything? They still don't know." End of quote.

Quality of Unexpectedness Essential to Success

Now I have spent most of the time available to me to establish the fact that the very weight of all advertising affects the advertising which we create. Advertising does not issue forth into a waiting world or into a vacuum. There's a lot of it out there already.

As advertisers, we are competing with ourselves as much as with consumer indifference.

I am sorry to say that there is no easy solution.

And if there were, so many people would follow it that it wouldn't be a solution long.

But the first requirement hasn't changed. Our advertising must be seen or heard if it is to get its job accomplished.

▪ I have come to a simple conclusion. I believe that under today's conditions advertising pays best when it has one quality above all else.

It must have the quality of **unexpectedness.**

Our advertising should be the kind that can't be anticipated or taken for granted. It should make the reader, listener, viewer *willing* to read, listen or view what we have to say. If it has a sense of freshness, newness, difference, it can invite, cajole, tempt, promise, sell, in an atmosphere that is enough out of the ordinary to arrest boredom. It should have that something that lifts an ad or a commercial out of the ruck of the commonplace.

▪ How can this quality of *unexpectedness* be achieved? By any of a thousand ways, and another thousand after that. But the starting point is that it must be by intention. The unexpected is accomplished only by intent; it seldom happens by accident. The creative man has to begin with a determination to *break through* the weight of advertising around him.

David Ogilvy provided a classic example in the man with the eye patch. An unknown advertiser and an unknown agency leaped out of that single creation. The only shirt manufacturers whose names were known were Arrow and Manhattan, and a couple of others, but in a brief campaign he made Hathaway a brand to reckon with.

This doesn't often happen. A single ad, no matter how brilliant, can seldom do a job. To expect it to do so is to expect too much.

▪ In the case of the Hathaway ad, I believe it got an unexpected impetus. Fairfax Cone gave a talk at the central council of the American Assn. of Advertising Agencies. The talk was titled: "I Wish We Had Done These Campaigns." In his usual frank and generous manner, Fairfax Cone ranged through ten or eleven examples, one of which was that of the unknown shirt company by an equally obscure advertising agency. The talk was so illuminating that Fairfax was asked to give it before the Pacific Coast council, then the eastern council, and practically anywhere that advertising men foregathered. As a result, agency men who might never have seen the ad in *The New Yorker* were shown it in admiring detail by Fairfax Cone.

Not that the ad didn't deserve it.

The important thing is that the ads which followed were of the same high standard. Now that isn't always the case. Hard as it is to create an outstanding ad, it is infinitely harder to create a series.

The Factor of Weight

Here is another consideration for the creative man. How much weight will his advertising have? Will it be in more than one medium—that is in print *and* tv, or print *and* radio? What are the goals and what is the time schedule?

Let me take an odd example. If you were commissioned to put over the slogan "L.S.M.F.T." how long do you think it would take to do it? Of course, it

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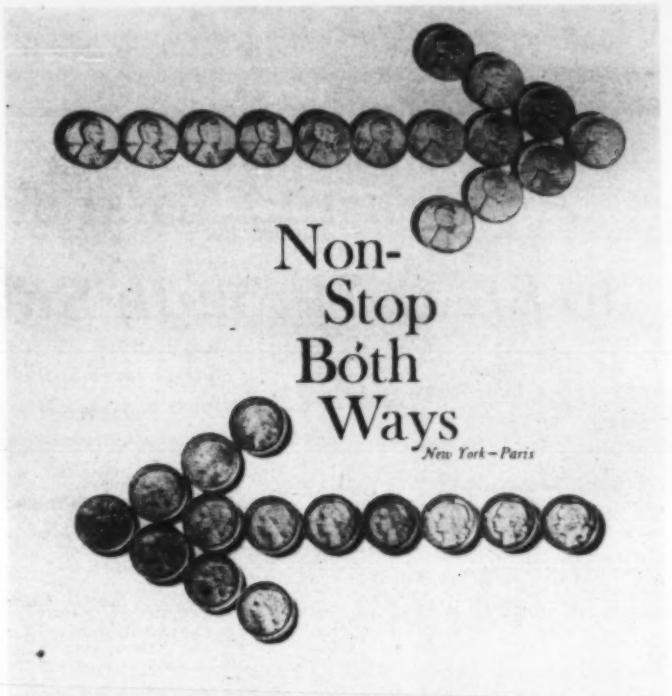
From an Art Director's Viewpoint . . .

So Near and Yet So Far



No lower Economy fare! No finer Economy service! No stops at Gander or Shannon!

AIR FRANCE

WORLD'S LARGEST AIRLINE / WORLD'S MOST PERSONAL SERVICE

By Andy Armstrong

You could spend many a coffee-break leafing through magazines and newspapers without finding a cleaner page than this one for Air France.

Andy Armstrong

Its over-all design is practically flawless. Its type faces are well-chosen, well arranged and compatible. Its halftones are sharp and clear.

At first glance the total effect is one of interruption, freshness, simplicity, clarity, legibility and power—a tidy bundle of many qualities a good ad should contain.

The pictorial content, especially, shows invention. Coins in other advertising may be tired, tired, tired—but the Air France coins have energy and motion. They arrange themselves into two arrows, one pointing east toward Paris, one pointing west toward New York. Old overworked Lincoln, if left to himself, would have flatted out again, but the lady looking west on the ten-franc pieces of the lower arrow gives him a brand new frame of reference.

▪ What *thought* do the coin-arrows illustrate? Well, as arrows, they seem to stand for the "Both Ways" half of the headline. As coins, they seem related to two-thirds of the subhead—"No lower Economy fare" and "No finer Economy service."

Now this is pretty neat. It might be the first double-barreled graphic ever run. The coins that actually stem from the secondary thought, and that would dull this thought with cliché if directly applied to it, instead become arrows to illustrate one half of the primary thought.

That, regrettably, is just where the whole fine structure collapses. When the coins rose from downstairs to work upstairs, they got only half way. They now hang in limbo. As arrows, they stand for only one part of the main heading. As coins, they stand for no part of it at all, since their point of origin and true home are still in the subhead.

▪ The Air France page is a good try, yet it falls outside the small circle of perfect ads because the picture and headline never marry. They approach each other and they almost touch, but only almost, like kissing through a window screen. You hope they will make it, but nothing has happened when it is all over.

This was good for Elizabethan tragedy, or so they claim on Channel 11. Maybe somebody will find a way to make it work in advertising. #

©1959, WOMAN'S DAY, INC.

Woman's Day's circulation still heading straight up

What a climb!

Ever since our new wide-open distribution policy went into effect, it's been *up—up—up* for Woman's Day. Look at the figures: for October, an increase to 3,355,490 . . . for November, 3,853,760 . . . for December, a healthy jump to 3,983,000 . . . for January, a projected 4,085,000. And for the future, the sky's the limit.

In the last six months, over 2,971 additional supermarkets have joined Woman's Day's distribution network. And they've given the magazine the place of honor in their stores: *right up front on the cash register.* But that's not the end of the story. Every day more outlets ask to sell the magazine. Today, you'll find Woman's Day in every major metropolitan market in 48 states.

October:	**3,355,490**
November:	**3,853,760**
December:	**3,983,000**
January:	**4,085,000**

(Publisher's estimated sales)

Woman's Day

A FAWCETT PUBLICATION

How do these new readers like the magazine? *They love it.* Every mail tells us so. The letters are also pouring in from old readers who are overjoyed to find Woman's Day where they *now* live.

Our circulation guarantee of 3,600,000 will hold through the August issue. With the September issue, our guarantee jumps to 4,350,000. Woman's Day's soaring circulation assures advertisers of substantial bonuses *from now on.*

Remember, no matter how high the figures go, each and every sale is a *single-copy sale*—the best there is. She still has to go out to get Woman's Day. She buys it because she *wants* to read it.

Many advertisers have already taken advantage of Woman's Day's new vitality. In the February, 1959 issue, for example, they've bought 39% more space than in the same month last year. You can join them in this dynamic growth opportunity.

was accomplished in the days of radio's ascendancy. Could it be done now? It is probably one of the world's worst slogans, but over the years it became a valuable property. Dominant advertising weight made it possible.

The weight of advertising available for your use is as important as the brilliance of the campaign. What you bring to the campaign can accelerate results. But you must have coverage enough or repetitive power enough to get you where you want to go.

▪ If a creative man can make his case *visual*, he is fortunate, he is closer to his goal, and he has multiplied his chances of success.

Do you remember the commercials in which Remington Rand shaved a peach? Could anything be more unexpected? And how believable. You could see it take the fuzz off the peach, so it certainly could take the fuzz off you. They clinched the demonstration by cutting the bristles of a brush. Your own bristles couldn't be tougher.

Problems with the Trade

Let me turn to one place where your advertising has some of its hardest work to do. That is with the trade.

When an advertiser's salesmen take out an advertising portfolio, that's when advertising really starts to work. If the trade accepts it, your advertising will start paying for itself before it appears. Drug wholesalers, food brokers, rack jobbers, wholesale grocers, appliance distributors, supermarket operators and variety syndicates like Woolworth and Kresge can start making your advertising pay off by simply increasing their normal orders.

▪ If you get more shelf facings in the stores, your results will come quicker. Even without advertising, more merchandise is likely to move. With it, you can often get results that increase geometrically.

The buyers who see your advertising early may or may not be good judges of advertising. But they are remarkably like the public. An unexpected campaign appeals to them as it does to the consumer. Maybe they're bored, too, with so much of the conventional copy that they're glad to welcome a change.

▪ So far I have been talking of established products. If you are launching a new product, acceptance of your advertising by the trade is even more important. The trade must be so impressed by it that they will give you the distribution you must have to permit your advertising to work.

The fact becomes increasingly important as the large chains in the food field, for example, become even more dominant. If you aren't in Fisher in Cleveland, you aren't in Cleveland at all. Winn-Dixie and the Colonial Stores *are* the Southeast and you have to be on their shelves. Safeway and A&P control other whole areas.

The chains don't want another product! Their buyers are no longer reachable as they used to be by manufacturers' salesmen, because buying committees now exercise their authority. It is the buying committee which decides whether you get even a test showing on their shelves. And your advertising is important here, too.

As you keep your eye on the consumer, don't forget to keep the trade in focus, too. It is through trade channels that you make your ultimate sale. If your campaign is fresh and vigorous and unexpected, it can influence the distributor or dealer as much as it does the consumer, with profitable results.

Believability Essential

After Unexpectedness, but not far behind, I place Believability.

Advertising to be effective *must* be believable. I don't say true, because I take truth for granted. But much advertising that is true *doesn't seem to be*. It seems exaggerated, to say the least. The claims are simply not believable.

A consumer reaction has set in.

I have called this consumer reaction "The Fatigue of Believability." People shrug off the ads. They simply think we exaggerate so much that there's no sense in believing what we say. This is bad for you, and bad for all advertising.

▪ The thing to do is to make your advertising sound real. Burnett did it for Marlboro. Aside from the tattoo, which I deplore, these are the realest possible ads. Notice that there isn't a single superlative in that very simple copy with which Burnett introduced the cigaret: "You get a lot to like in a Marlboro. Filter. Flavor. Flip-top box."

And notice how many people believed those simple words.

▪ Notice, too, that Burnett didn't get into the general cigaret dog fight. Too often the temptation that besets a creative man is to take a punch at his competitor right out there in the pages of *Life*. He writes his copy to answer competitive claims. He challenges competition at every point. And the consumer turns the page.

I have only one bit of advice about your competitor. Know what he is doing. But never start an advertising program by answering or even acknowledging him. If you do things in reaction to what he does, you aren't setting your advertising policy. Your competitor is.

* * *

I've taken a long time to tell you my advertising credo. It could have been summed up in a very few words:

1. Make your advertising unexpected.
2. Make it believable.

This leaves out a great many things, of course. But if you remember nothing else of what I have said, the one thing I do hope you will remember is that no one *intends* to read your advertisement. #

Tips for the Production Man . . .

The Monday Morning Wash Line

By Kenneth B. Butler

SANS SERIF. Learning to work with the sans serifs and gothics is sometimes frustrating. This always stylish, workhorse type design is so darn limiting! When you want to emphasize a word or phrase you do not have much to work with. Italics are just simply swallowed up; bold face spoils the coloring; all caps give more than the wanted emphasis. Aaron Burns, director of design and typography for The Composing Room Inc., New York, may have the answer. His firm has widened the scope of its News Gothic series by acquiring small caps in all sizes. Take a look at the result, in the accompanying illustration, and see if you don't agree that this may be a useful tool when

PRINTERS are usually judged as PRINTERS, and there are those who hold that this is as it should be, that the printer should stick to his pica rule and follow copy out the window. But in their spare time printers also eat, vote, marry and go to war. It would therefore be possible to look at them from various points of view, as, for instance, how many were

SMALL CAPS—*A few lines of 9 point News Gothic, showing the added scope obtainable with the use of small caps for emphasis. (Type by The Composing Room Inc., New York.)*

dealing with the sans serifs.

* * *

COLOR IN HEADLINE. There are many imaginative twists for techniques to introduce color in headlines. One such, possibly not new, but at least current, is used by the Ballet Russe de Monte Carlo in an announcement, done in black and red. Top half of the words are in one color, the bottom half in the other. This can be done by an engraver, rather simply by the use of a flip mask or by opaquing on the negative. I got to wondering if this could be done on a poor man's budget using ordinary Ludlow composition. It works out okay (see illustration). The slug is cast twice. The printer's saw is lowered to take about 1/16" bite, the slug run through the saw several times to rout away the unwanted metal. The second slug is given a similar treatment except the opposite half of the letter is cut away.

* * *

DIE-CUTTING. I have written so much about the creative delights of die-cutting that I almost feel like a first grader cutting papers. But I must come at you once again. *Business Week* gets out an animated folder dramatizing the longtime use by Westinghouse Elevator Division of advertising space in its publication. Shown is a tall building, with die-cut holes at each floor along the vertical line of the elevator shaft. As you turn the cover flap to read the message, a sheet of yellow stock is drawn at an angle beneath the apertures, giving the effect of a lighted elevator rising up the building, floor by floor. "Thanks for the Lift," says the headline. #

de Carlo

de Carlo

NOVEL COLOR TREATMENT—*The screened portion, in the original, is printed in red. This color separation can be achieved with Ludlow slugs as shown by the proofs. Two slugs are cast, each routed off as shown; then put into two-color register by final printing.*

COMO ABRICO DE VERANO

FOUNDRY TYPE—*Already separated for two-color printing, from a Spanish type foundry (Fundicion Tipografica Nacional, C.A., Madrid). The face is named Interpol, which is pre-cut horizontally for two-color work. Although cast on the European type height of 0.928 inch, it can be obtained at our American type height on special order.*

Salesense in Advertising . . .

Students Can Be Schooled in the Rudiments of Advertising

By James D. Woolf
Creative Consultant

More than a few advertising men maintain that the fundamental principles of advertising cannot be taught in classrooms. They assert that advertising has no rightful place in college curriculums.

James D. Woolf

I do not hold with this view. While I do not believe that college-trained admen are ready, after graduation, to step into positions of real responsibility in advertising work, I do believe that, other qualifications being more or less equal, they have a substantial head start over young masters and bachelors of liberal arts unschooled in advertising.

My own experience seems to bear this out. Denied a college education and endowed with no special talents, I studied advertising under the tutelage of the late S. Roland Hall, at that time head of the ICS School of Advertising. After the completion of the course, I immediately started producing acceptable advertising as the parttime advertising manager of a large men's clothing store.

After less than a year of this, I found myself a job as a copywriter in the Cincinnati office of J. Walter Thompson Co. With me in my cubbyhole was another ICS graduate, Norman Lewis by name, who later on headed up his own agency. While some of my early work was rejected or radically revised, much of it was approved without change by my superior, James Webb Young. I feel sure that my work would not have been satisfactory except for my schooling under the tutelage of Mr. Hall.

Later on, while in this same office, I hired a young assistant, J. Mark Hale, after screening a score or more applicants. As I remember it, Mark's formal education did not go beyond high school, but he did possess an ICS diploma. All applicants were required to write and submit a sample advertisement, and Mark's was the best of the lot. My choice was a fortunate one; Mark produced useable copy beginning with his first week on the job. Today he is a JWT vp and a senior creative director. Later on, I had a similar satisfactory experience with a young woman who was both a Vassar graduate and a possessor of one of Mr. Hall's diplomas.

▪ Nothing I have said means there is no hope for the neophyte unschooled in advertising. I personally have hired many young men and women who succeeded quickly without any preparatory advertising schooling whatever. But I do believe, *emphatically*, that there is no factual basis for the contention that the rudiments of advertising cannot be taught in a schoolroom, or through the vehicle of correspondence, or by private tutoring.

I at one time taught copywriting, over a period of two years, to a university evening class of some 40 students. I am most proud of the fact that many of these beginners were successful in their first advertising jobs.

It is utter nonsense to assert that the fundamental principles of advertising

If you're playing for keeps...play where there are the most marbles!

You're bound to win with General Outdoor. With GOA you can be sure of getting the outdoor advertising coverage and penetration that sells most effectively.

GOA's ability to help deliver customers is a result of facilities—large plant size—a sufficient number of panels to provide you a poster showing with proper distribution and without competitive product duplication.

To find out how General Outdoor Advertising can put extra effort, extra impact—extra depth behind your Outdoor campaign, just call your General Outdoor Advertising office or write to us in Chicago.

Covers 1700 Leading Cities and Towns

General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

cannot be taught to an intelligent student. Any such assertion, if accepted as fact, could only mean that advertising has no fundamental principles.

It is true that some companies have created the post of vp in charge of communications, or industrial and public relations, but these are few. Furthermore a nominal marriage of industrial and public relations is no sign that the merger will work. Champion, observers are well aware, has convinced itself in advance of the practical value of cooperation between these two groups. The management has set up its goals sensibly, staffed its departments properly, budgeted the activities adequately. And the program pays off every hour of the working day. It is this program which Dwight J. Thomson, Champion's exec vp in charge of personnel and public relations, will describe in detail at the AMA February conference.

The Champion program is not the only topic to be discussed at the AMA meeting which suggests the new teamwork in management functions. At Gould-National Batteries in St. Paul, the company's communicators have long since gathered with the organization's legal advisers so that the labor policies could be intelligently translated to the employe group. J. R. Tench, the company's vp in charge of personnel, is to discuss this program, one which is well regarded in industrial relations circles generally.

■ A few years ago a midwest manufacturing company set up a coordinator of the two functions of industrial and public relations which, up to that time, had gone their independent and largely fruitless ways. In reviewing his first year of progress, the coordinator made an interesting point: "The first six months of our program," he said, "were devoted to getting one department to know the duties of the other department. It took a half year to dispel ignorance that never should have existed. No wonder we had sustained a strike a year earlier which was laid at the company's door throughout the entire community. These two groups had not worked together to avoid it, and when the strike was called, they did not work together to explain it." #

Sees Personal Selling Reshaped by Social Sciences, as Advertising Has Been

L. M. Francisco, producer of selling films and student of selling, believes that the development of the social sciences and of motivation research will have as profound influences on personal selling in the next few years as they have already had on advertising, and foresees increased effectiveness of low pressure selling as a result of the application of new principles. He also believes that in many respects present-day advertising—and particularly broadcast advertising—makes the salesman's job harder because it "depreciates the value of words." The excerpts here are from a talk to a marketing and merchandising clinic of the Chicago Federated Advertising Club.

By L. Mercer Francisco

The scientific method has not to date been applied to any appreciable extent to either personal selling or the management of the selling force. Sales managers and salesmen are still guided pretty much by the seat of their pants, as they were in the days of the drummer and the peddler.

Though no scientific study has, as yet, been made of the psychology of buying and selling, the social sciences provide considerable insight, which salesmen can use, into what motivates people, and how to spur them to action. The work that has been done in motivation research, for instance, holds as great promise for shaping selling talks as it does advertising appeals. Even more important are the developments in the field of "group dynamics." They throw a great deal of light on how people can be readily motivated from within, whereas they can only be coerced from without.

■ Group dynamics suggest the extraordinary possibilities in "low pressure" selling. Salesmen who use low-pressure selling find, in many instances, that it produces far more orders and larger orders, than do high pressure tactics, and that it makes customers who are completely satisfied, who stay sold, and who yield repeat business—because these customers sell themselves.

Salesmen who are skilled in low-pressure selling become veritable market research agencies, for out of what their customers tell them—verbally and nonverbally—comes a wealth of information about customers' attitudes and desires which proves extremely useful in devising not only new products and improvements in existing products, and new selling appeals, but also merchandising, advertising and sales promotion plans and materials that really work.

Prospect Must Change

Selling requires that the prospect *change* if he is to become a customer. People stubbornly resist change when merely exhorted to do so. But they willingly change when they themselves *feel* —I use the word feel advisedly, because it is an emotional, not an intellectual experience—that they *want* to change. The prospect is induced to change when he is allowed and encouraged to *express* himself without fear of contradiction or censure.

The discerning salesman, therefore, encourages *two*-way communication between himself and the buyer. To use a term from cybernetics, he gets *feedback* from the prospect in response to what he says and does. When a digital computer is fed a given set of programmed data, it responds with the proper feedback. The salesman is, in effect, the programmer and the prospect the digital computer.

Feedback from buyers is something that merchandising, advertising, and sales promotion cannot get and use, because communication in those activities is entirely one-way—from the seller to the buyer. Because personal selling is the *only* form of selling that can encourage and make immediate, on-the-spot use of feedback from the buyer, the salesman will always be the most potent factor in the entire distribution scheme.

■ The psychiatrist or psychoanalyst can perhaps provide an explanation of why feedback is so important in selling and management, or for that matter, in all inter-personal relationships. He would say that it lies in the desire of every individual to be loved. Loved not in the sense of romance, but in the sense of being understood, being respected, held in high regard.

How many people there are in the world who feel they are not loved, not understood! They are not just self-pitying wives, wayward husbands, and adolescents. They are everybody from errand boy to top executives. Few feel fully "appreciated"; few are given the attention and consideration which they long for and feel they deserve.

Comes a salesman into their orbit who, smiling, seeks to please them, because he considers them important—at least to him and for the time being. He discusses their problems with them; he offers a shoulder to cry on; he listens attentively and uncritically to what they say about how they feel; he empathizes with them; he loves them—so they feel; and they love him! They manifest their positive feeling for him by assenting to his suggestions: they buy! It is really as simple—and as complex—as that, for the salesman skilled in low-pressure selling.

Advertising Makes It Harder

Much has been said about how advertising makes selling easier for the salesman, but there is an area in which it makes his work harder. In the face-to-face personal selling situation, *spoken* language is the salesman's primary instrument of communication, and it is in this area that advertising, particularly radio and tv advertising is, unfortunately, making his job more difficult.

That is because radio and tv commercials have devaluated the spoken word and depreciated the believability of oral selling arguments. Evidence of this is manifest in the "radio ear" that the public has developed; that is, the ability to tune out or turn off the commercial and listen to something else while the radio is blaring away.

Tv viewers use the time given over to commercials to raid the refrigerator, or to continue their conversation. The sales *talk* of the commercial can be ignored, they feel, because it is of no consequence. It is resented as a banal, blatant, boring, repetitious intrusion on their privacy; and because it is seller-oriented, not buyer-oriented, in most instances, its counsel is ignored as biased.

■ The aversion to the tv and radio commercial is transferred to the sales talk of the salesman and diminishes its effectiveness. Ruesch and Kees, in their enlightening book, "Nonverbal Communication," published by the University of California at Berkeley, offer this severe stricture on this situation:

"The commercialization of mass communication has led to a depersonalization of human relations and to a glorification of clichés and slogans. The standardized response begins more and more to substitute for deeply felt, personalized expression, and—as a perhaps last defense —the human ear has adapted itself to sort and disregard a considerable number of verbal messages that emerge from radio loudspeakers and television sets just as it formerly accommodated itself to the task of absorbing what was being said." #

Learning from the Retail Ads . . .

The 'Professionally Selling Bargain' Ad

SAVE $25
18" ROTARY POWER MOWERS
NEW 1958 MODEL
POWERFUL 2-CYCLE GASOLINE ENGINE
High Quality Features at a Rock Bottom Price
NOT 1 or 2—BUT 3 CUTTING HEIGHTS
PUSH-BUTTON SHUT-OFF
Now!
SALE PRICED ONLY- $34.77
WEST BEND — ENGINE —
MADE TO SELL FOR $59.95

By Clyde Bedell

This ad ran in one paper—one insertion—in a city of around 700,000. It was a horizontal half page, above several other items for sale by the same store. Friday. Springtime.

At first glance it may look like many other screaming bargain ads. But it is different indeed from most such ads. Most such ads depend on price and a few words of general "guff" to sell their wares.

■ This ad uses some 250 plus words of copy, and details not fewer than 60 important selling points and benefits. Although the saving claimed is large, it is not incredible (about 40%). Most stores are tempted to scream MADE TO SELL FOR $79.95, if the item is to sell for around half that, or less.

Most of the questions that come to the mind of an earnest prospect are answered here. The ad renders excellent service to the reader. It did a swell job. It sold 2,000 mowers, I am informed.

Far better for a store to make only $5 or $6 gross profit per mower on a fast promotion like this and sell 1,000 or 2,000 mowers, than to make a normal gross of $20, say at a $50 selling price, and sell only 100 (or fewer) mowers. It's a matter of $10,000 gross profit against perhaps $2,000.

In either case, *fixed expenses remain level.* This is an angle most modern merchants forget. The old time entrepreneur knew it and played it.

Incidentally, when an ad like this runs and hustles in the volume, the merchant *doesn't even use his own money to advertise with.* He uses the newspaper's. He gets the gross profit dollars from the response in, long before his bill for the ad is due.

What difference, under such circumstances, does it make whether a store spends 2% or 6% of its total sales for newspaper advertising? It makes *no* difference except in *net profit.* Any store that makes a profit spending 2% for ordinary, mine-run, weak-copy advertising, will make far more profit spending 4 or 5 or 6% of volume for advertising *provided it uses professionally selling copy* and produces the volume. Take a pencil and figure it out.

■ I believe this excellent ad would have been better if the small type guarantee had been shown prominently, and if there had been a cordial invitation to come and examine this bargain mower. There was ample room for a little more sell on the justification for, and advantages in, replacing the old mower.

Nevertheless, this is "professionally effective" advertising. #

This is the most expensive yawn in America . . . the one that kills a network TV program.

Last year it killed one out of every two evening network shows.

So far this season—and it's far from over—more than twelve have bit the dust.

The cost of these false starts and fast flops is staggering. You just can't fail more spectacularly in advertising . . . and more expensively.

What to do about it?

Couldn't part of the answer lie in an advertising agency that assumes responsibility for the development and growth of the property, as well as *negotiating* for it?

This, of course, is easier said than done.

In our case, it means a department of 92 specialists solely dedicated to building the popularity and assuring the success of our clients' programs—before, during, and after their introduction on the air!

Immodest of us, we know

That these efforts are reasonably successful is indicated by the fact that 83% of the nighttime network shows Benton & Bowles had on the air last year are still on. This, we are immodest enough to point out, is considerably better than the average survival rate of 50%.

Put another and equally self-congratulatory way, 5 of the top 25 television shows last fall were Benton & Bowles shows.

Now, let's face it. We wanted to gloat a little in print about this record. But we also wanted to shake you up a little. We want you to do a little thinking about what real television "pros" within an agency can do to cut down on the gamble that is TV.

We believe an advertising agency should do as good a job of keeping the entertainment you pay for fresh, bright, and interesting as the advertising it produces.

If this concept interests you at all, we are singularly receptive.

Benton & Bowles, Inc.
666 Fifth Avenue, New York 19, N.Y.

The best part of this ad are these clients: General Foods Corp. • Procter & Gamble Co. • Pepperell Manufacturing Company • Association of American Railroads • American Express Co. • Avco Manufacturing Corp. Norwich Pharmacal Co. • Carling Brewing Co., Inc. • Philip Morris, Inc. • Mutual Of New York • Continental Oil Co. • H. C. Moores Co. • Railway Express Agency, Inc. • International Business Machines Corp. S. C. Johnson & Son, Inc. • Florida Citrus Commission • General Aniline & Film Corp. • Western Union Telegraph Co., Inc. • Borden Company • Kentile, Inc. • Schick Incorporated • Allied Chemical Corp. • The Eversharp Pen Co.

Continental Oil's 'Failure Story' Proves:

If You Want a Campaign to Succeed, Keep It Simple

Melvin S. Hattwick
Director of Advertising, Continental Oil Co., Houston

Ad director Melvin Hattwick of Continental Oil Co. told a "failure story" at the fall meeting of the Assn. of National Advertisers Nov. 12 at Hot Springs, Va. All the product claims in the campaign were true. Mr. Hattwick, the agency and half the people at the company thought the campaign was excellent. That was the situation as Mr. Hattwick saw it. Fortunately, the company was smart enough to test the campaign; it flopped. That, in itself, points a moral. The other moral learned from the test: keep it simple. Here's the story. It's kept simple.

Melvin Hattwick

To fail successfully, we have found, is not exactly easy.

It takes a lot of work. Considerable money. Lots of planning. And then, just as you're on the verge of failure it's possible that the worst can happen . . . you don't fail; instead, you succeed.

Fortunately the true case history you are about to hear was a resounding success . . . for it failed miserably. We were very happy with our successful failure for reasons I will reveal shortly.

■ The first step in failing successfully is generally known as the creative phase . . . or as they say on Madison Ave., "the great idea" phase.

The "great idea" in this case was born during the period several years ago generally recorded by historians as the "barrier breaking era." You will remember that in the mid-1950s jets were breaking the sound barrier with regularity. A fellow named Bannister was breaking the four-minute-mile barrier. Submarines were breaking depth barriers. And a woman over in Hackensack, N. J., also made news by breaking a barrier . . . first, her husband slapped her, then she slugged him, broke his collar bone. Husband's name was Lucky Barrier; he's now known as Broken Barrier.

■ You can see how natural it was, with barriers being so much in the news, that this idea might lend itself to advertising, eventually.

In fact, we had a combination of our top-grade gasoline plus our top grade motor oil . . . As our laboratory test showed, we had evidence of superior performance—now how could we dramatize it? Well, weren't we breaking a performance barrier? It seemed we were—and here is a dramatic visualization of this idea as presented to us by our agency.

Our agency—and let me say that in my book they are right at the top—had done a great deal of thinking, creating, library researching, plans boarding and finalizing before they recommended this "Break the Performance Barrier" campaign. . .

Dramatic Idea Pre-Tested

Just to show you I'm no prophet . . . except on how to fail . . . I judged this idea a pretty dramatic one with real possibilities. Certainly it should get plenty of consumer attention and interest.

As it must to all over-all advertising and marketing plans, this one came up for review before our sales programming committee . . . which is chairmaned by the vp and general manager of marketing and includes in its membership the assistant general manager of marketing, the director of advertising, the advertising manager, the sales promotion manager, plus representatives from sales training, market research, and technical services. After considerable discussion it became obvious that the committee was split into two groups—one group that judged the campaign an excellent one, another group that wasn't so certain.

What to do? Well, the market research director and I have an answer we give with great regularity in such meetings: Let's pre-test . . . and in this case we had time, since this campaign was not scheduled for a year. The agency concurred. The committee agreed.

■ Now we come to Step 2 in failing successfully, known as the execution stage. Or, as they say on Main St. out in Kansas City and Denver . . . "Let's find out if the bucket leaks."

So we pre-tested not just the copy, but the whole selling idea.

We worked out a complete advertising-sales promotion, marketing plan at headquarters as if this were a program to be used in all markets. But we picked just five in which to try out the test.

We held a sales meeting attended by division and district managers from each territory in which the test was to be made. We gave them the full treatment, including complete advertising materials, point of purchase pieces, dealer aids, consumer handouts, and so on. We put on a sample dealer meeting for them which they later put on for dealers in each test market—complete with a steak dinner.

■ In short, for these test markets we went all out to make certain we had handled it just as we would a full-scale program. Everybody was full of confidence.

The dealers said they liked it . . . particularly the steaks.

The Performance Barrier Day dawned.

And like the Republicans on election day, November, 1948, we relaxed with the feeling of self-assurance. We waited for returns.

■ But somebody named Harry spoiled our show—plus a lot of other fellows named Joe, and Mike, and Jim, and Helen, and Mabel, and Rosemary—thousands of consumers who for the next two months never got the word that we could break their performance barriers for them. IF they'd only come in and tank up on that wonderful Conoco gasoline and put Conoco Super motor oil in the crank case.

During that time big, blasting, dramatic ads in newspapers pictured barriers being blasted into oblivion.

Radio spots were breaking sound barriers right and left telling listeners of the great news.

And big, beautiful pole signs at service stations, plus dazzling parking signs, let no one forget that at last a gasoline was available that broke the Performance Barrier.

For three months we kept at it, with twice the advertising power normally applied during regular advertising periods.

Test Includes Sales Results, Consumer Awareness, Dealer Interest

Now we come to Step 3 in How to Fail Successfully. This is known in the advertising department as the Evaluative Phase . . . and in the agency as a stage labeled Purgatory.

Our evaluation had been planned to include three measurements:

- One was sales increases, or lack of them.
- The second was measurement of consumer awareness of the campaign after the three-month period.
- The third was a check of dealer cooperation and interest.

I can give you the results in short order:

- In these markets during this test three-month period we found no sales increases in gasoline.
- In these markets after the three-month period we could find very little consumer awareness of the campaign and practically no recall or understanding of what the Performance Barrier meant to them.
- As for the dealers, through disguised calls we found that their interest in the campaign was quite low. They didn't even give out the consumer handouts we had prepared in most instances. When asked directly what was meant by Breaking the Performance Barrier most couldn't explain it . . . or didn't want to do so.

So on three counts . . . sales, consumer awareness, dealer interest and participation . . . we had failed. Like mighty Casey, we had struck out. The Performance Barrier had indeed been a barrier in more ways than one.

Were we downhearted? Yes, and no. No one really likes to fail. But on the other hand we were mighty happy that we had tested the great idea. Because we had learned at the cost of some thousands of dollars that an idea which looked good, wasn't, when tried out. If we hadn't tested it, we could have invested as much as a million dollars and more . . . on a poor bet.

Dealers and Consumers Tell Us Why We Failed

Now there is a final Step 4 in failing successfully.

This is known as the Inquisition, or why-the-hell-didn't-it-work phase. Here we had help from both the consumer awareness study and from the disguised dealer interviews.

Dealers and their station help particularly didn't get the idea too clearly. True, they saw the point of sale materials all the time and they must have talked about it. But as they said when questioned, the idea was a little complicated, somewhat foreign to the selling of gasoline, and maybe a bit far-fetched.

■ Consumers interviewed weren't quite so polite. Those who remembered the advertising said things like this:

"I don't get it."

"Something about barriers, or hurdles, or something."

"Not simple enough."

"Just an advertising claim."

"Kinda hard to believe."

And there was one interesting comment from the owner of a '49 model which went like this: "Listen, bub, there just ain't no gas made that'll make my jalopy break no barriers."

It wasn't a simple story . . . and apparently even though true, it wasn't believable, either, to many who did understand it.

■ In short, consumers battered daily by the 1,500-plus ads which Ed Ebel says clamor for consumer attention, didn't pay attention to our advertising because it wasn't a simple enough idea.

We believe—and you know hindsight for all of us is 20-20—the idea was just too complex. And we country boys in the oil business that find our customers (and dealers, too) pay little attention to a complex sales story, even when it's done by the best writers and artists money can buy. And there's nothing more expensive than writers and artists whose advertising efforts don't get looked at.

■ So we now try to keep our story simple. That way we figure more folks will see it, get it, believe it, buy it. That way we won't fail successfully, but more likely will succeed surprisingly.

And when we're tempted to "complex it up," as we say down our way, I tell my folks this true story which so well illustrates the importance of keeping it simple if you want your customers to get it easily and quickly:

KEEP IT SIMPLE

Some years ago, a friend of mine who is a plumber made a discovery. He found that in cleaning out clogged drains, hydrochloric acid did a mighty good job. He wrote the good news to the National Bureau of Standards in Washington, told them what he had discovered.

The bureau wrote back: "The efficacy of hydrochloric acid is indisputable, but the corrosive residue is incompatible with metallic permanence."

My plumber friend wrote the bureau that he was glad they agreed with him and he immediately received this reply: "We cannot assume responsibility for the production of toxic and noxic residue with hydrochloric acid and we suggest you use an alternate procedure."

My plumber friend was happy to receive the second compliment, as he put it, and to know that the bureau again agreed with his idea. He wrote them his thanks.

The next letter he received from the bureau was as follows:

"Don't use hydrochloric acid, it eats Hell out of the pipes." #

"Advertising Age is the only publication in the industry which gives me a chance to find out what happened last week in my business. It also provides an opportunity to look ahead through its editorials and special articles. For twenty-five years I have found it impossible to get through Monday morning without reading Ad Age."

"...impossible to get through Monday morning without reading Ad Age."

says **FRANK E. DELANO**
Senior Vice-President
Foote, Cone & Belding

Advertising Age
ABC TV Added by Big Y&R Buy Adds 4 Hours of Day Programming
Coffee Marketer Yanks Ads, Hits 'Unfair' Rates
Moore Resigns OAI Presidency for 'Other Field'
Sarnoff Is Now Chairman, Kintner President of NBC
Duty of Attack by Air Media Proves Report: Barrow
Last Minute News Flashes

FRANK E. DELANO

Mr. Delano entered advertising as a Young & Rubicam trainee in 1933, after graduating from Lehigh. In the decade that followed, he gained experience in many phases of the agency business through his work in such departments as media, copy research, production and merchandising, and as an account executive for a variety of clients. He left Y&R for a short stint as a Warwick & Legler account executive, but returned to Y&R before joining the U. S. Navy as an officer during World War II.

Since 1947, Mr. Delano has been with Foote, Cone & Belding, where he now is a senior vice-president, director and member of the plans board. He is in demand as a speaker, principally on merchandising and its place in the field of advertising, and is the FC&B representative on the Brand Names Foundation. His community activities include working for various charitable organizations in the New York area.

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ABC ABP NBP *1 Year (52 issues) $3*

On the Merchandising Front . . .

Sauce for the Goose

By E. B. Weiss

Periodically, the drug outlet rises up in self-righteous wrath to launch an all-out *legal* attack against a competitor. Usually, these competitors of the drug outlets are attacked for doing some of the very things that the druggist, himself, has done.

E. B. Weiss

For example, the drug outlet was really among the first to get away on a broad scale from its basic inventory. In other words, the drug outlet led the way—for years—in diversifying retail inventory by merchandise classification. Long before other outlets had done more than merely nibble along the fringes of this type of inventory diversification, it was already being asked, "Where are the drugs in the drug store?" Yet when the food super began to add health and beauty aids, the drug outlet moved heaven and earth—largely through the legal approach—to block off the food outlet from these merchandise categories.

The drug outlet was, of course, unsuccessful in this effort and, incidentally, this has been true of every major effort that has been made to hamstring retail competition via the legal approach; it didn't curb the chains years ago when the independents got local ordinances, etc., designed to block the chains. It didn't block off in-home selling. Etc.

■ Now the drug outlet is trying the legal technique to prevent other outlets from adding such items as aspirin and other proprietaries. In some areas, they have been successful, temporarily. But, for the long term, the very merchandising procedures of the drug outlet on these categories pave the way for the sale of these classifications by other types of retailers.

This is what I mean:

1. The drug outlet is going self-service, self-selection as fast as it can. Clearly, if a drug outlet sells aspirin and similar drug items by self-service it can hardly claim that a professional pharmacist is required. The whole trend of the drug outlet has been to put more and more drugs out on open display—and what a drug outlet can sell, in the way of drugs, by open display, so can anybody else.

2. The drug outlet, where it is not completely self-service, employs clerks who are not professional pharmacists. These clerks sell innumerable drug items. What an untrained, as well as an unprofessional, clerk may sell in the drug outlet will also be sold, ultimately, by similar clerks in other outlets.

3. The drug outlet is experimenting with automatic vending machines on certain drug items. These vending machines are placed outside the store for 24-hour retailing. Clearly, this development takes the drug outlet totally away from its claim that these items may be safely retailed only under the control of a licensed pharmacist.

■ The drug outlet has really reached a ridiculous point in its effort to stave off competition by constantly falling back on its pharmacists. There is no logic to this policy and, actually, there is no gain.

The fact is that the drug outlet continues to do quite well, despite all of its new competition. As a matter of fact, I have always believed that a reasonably successful independent drug store is one of the highest profit retail outlets, per dollar of gross volume, among all our types of retailers. Of course, the retail drug association will hurl tons of "average" net profit figures at that observation, but average figures are as meaningless as the druggists' absurd claim that only the drug outlet can "safely" dispense aspirin, for example, even though a child can walk into most drug stores today and pick up a tin of aspirin as easily as he can pick up a lollipop in a food super.

The druggist would like to eat his cake and have it, too. That feat has yet to be performed—by any merchandiser. #

Employe Communications . . .

Do Employes Read Financial Information?

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

The vp in charge of manufacturing of a midwestern concern is on the written record of his executive committee with this gem of personal opinion: "Employes are interested in seeing their names in print and looking at pictures of their babies, and that's all they are interested in."

This, of course, is an old-world attitude shared by many in upper management. The solidly supportable fact is that in all companies, including his own, a substantial portion of the employes is interested in the progress of the organization and will read anything related to it provided it's written so a human being can understand it. There has never been a legitimate survey of employe opinion that has not clearly shown it.

■ It is true that surveys sometimes tend to show the products of communication at their best, depending on the zeal with which the fashioner of the survey has phrased the questions. But even the novice can detect the leading question, and the trained surveyor can spot a rigged survey in a few seconds.

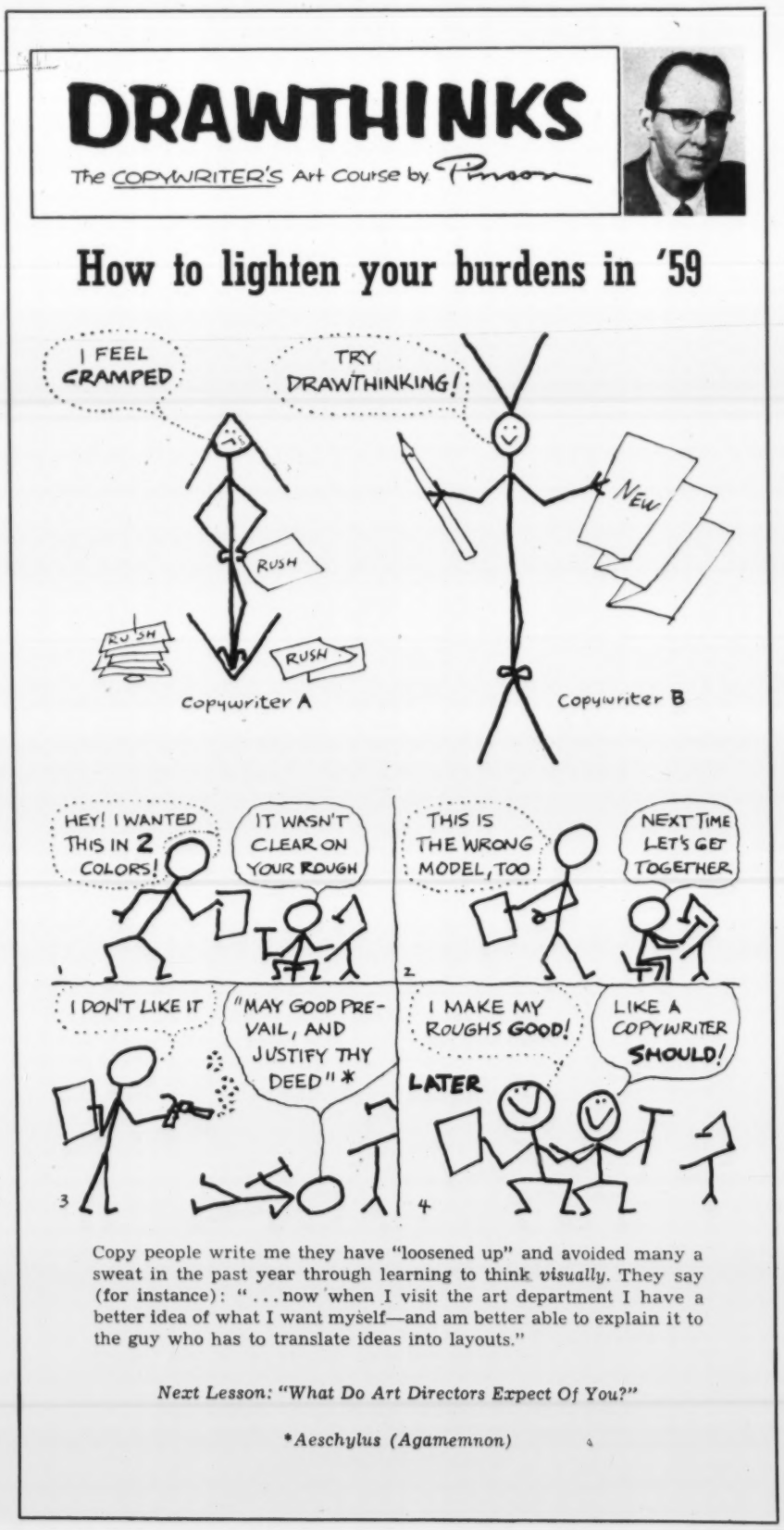
The recent survey of Zurich-American Cos. of Chicago, designed to establish reader reaction to the employe publication, "The Pulse," is completely unrigged. It provides the respondent with the freedom to say that the journal is good or that it smells to the heavens. With a highly satisfactory 25% response, employes indicated their interest in a lot of things. Obviously the Zurich-American management itself must do a fairly competent job of reporting company information to employes, because the reliability of the organ and what it says is overwhelmingly acknowledged. Do employes read personal items about themselves and their friends? Certainly they do. But *what else* do they read, and to what extent? Have a look:

■ Nearly 70% read the companies' financial statements, annual and interim reports. More than 70% read company news briefs—what's going on business-wise in the concern—and actual stories of insurance claims. Nearly 90% want a questions-and-answers department so they may ask questions about the company or insurance in general. Well over 50% of employes like material on insurance background and company history, and well over 80% are interested in articles on retirement and preparation therefore, even though they themselves are not actually nearing retirement.

All of the material listed above was voted as being *of greater interest* to employes than the corridor chit-chat. They want the corridor chit-chat at Zurich-American, just as they want it at other companies, but they don't necessarily want it first. It is taking years for management to learn that simple truth.

And while management is attempting to siphon that one in, let it contemplate this amazing little expression of employe preference, unearthed without pressure or intimidation in the Z-A survey. The quote is direct: "Would you be interested in articles on the company's stand on national issues which might affect our business?" The answer: "402 said they are interested; 46 said leave it out."

Of the company management which shies away from political action of all types for reasons of fear, it might safely be asked: "If this is a sample of employe interest in management's political attitude, how much of a mandate do you want?" #



Copy people write me they have "loosened up" and avoided many a sweat in the past year through learning to think *visually*. They say (for instance): "...now when I visit the art department I have a better idea of what I want myself—and am better able to explain it to the guy who has to translate ideas into layouts."

Next Lesson: "What Do Art Directors Expect Of You?"

**Aeschylus (Agamemnon)*

Coming Conventions

*Indicates first listing in this column.

Jan. 19-21. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 23-25. Advertising Assn. of the West, midwinter conference, San Jose, Cal.

Jan. 23-25. National Advertising Agency Network, eastern regional conference, Hotel Statler, Washington, D. C.

Jan. 27. Magazine Publishers Assn., Midwest regional convention, Sheraton Hotel, Chicago.

Jan. 29. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Pierre, New York.

*Jan. 30-31. National Advertising Agency Network, Midwest regional meeting, Hotel Cleveland, Cleveland.

*Feb. 12-14. Northwest Daily Press Assn. annual meeting, Hotel Pick Nicollet, Minneapolis.

Feb. 15-17. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 26-28. Illinois Daily Newspaper Markets, local and national advertising managers workshop clinics, Leland Hotel, Springfield, Ill.

March 2-3. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 5-6. Assn. of National Advertisers, Advertising to Business and Industry, Hotel Webster Hall, Pittsburgh.

March 5-6. Magazine Publishers Assn., Public Affairs Council, Sheraton Park Hotel, Washington, D. C.

March 6-8. Affiliated Advertising Agencies Network, Midwest regional meeting Lake Lawn Lodge, Delavan, Wis.

March 15-18. National Assn. of Broadcasters, annual convention, Conrad Hilton Hotel, Chicago.

March 24-26. Point-of-Purchase Advertising Institute, 13th annual exhibit, Palmer House, Chicago.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 7. Premium Assn. of America, 26th national conference, Navy Pier, Chicago.

April 12-14. Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 20-23. Bureau of Advertising, American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

*June 17-19. American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

*June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

'N. Y. Times' Boosts Two

Patrick J. Reynolds and John Murphy, both formerly assistants to the circulation director of the *New York Times*, have been appointed circulation manager and assistant circulation manager, respectively. Mr. Reynolds succeeds Paul J. Rowan, who died in January, 1958. Mr. Murphy was appointed to a new post.

Press Release Service Set

Western Newspaper Union, Chicago graphic arts service company, has developed a press publicity release service for 287 community newspapers in the seven-county Chicago area. Copy and pictures will be made up in the form of plastic printing plates by the company and sent to the newspapers. The plastic plates can be set into a page form by the printer, eliminating steps needed to make glossy photos or mats ready for printing. The company said a survey it made indicates an increasing preference among the community newspapers for ready-to-use plastic mats.

Ramsey Opens in Des Moines

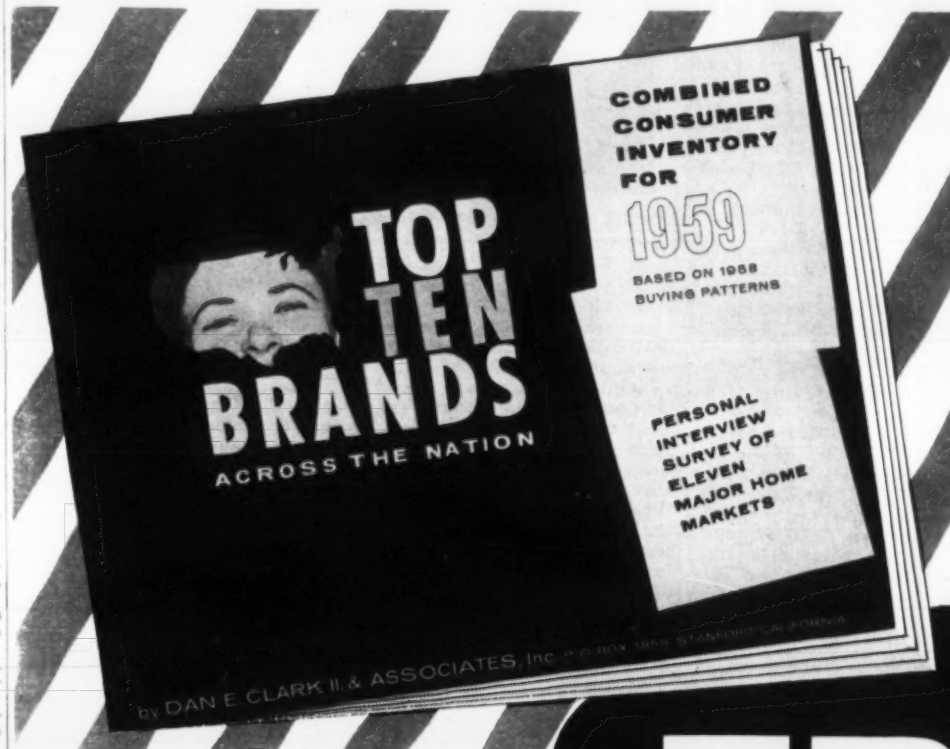
L. W. Ramsey Advertising Agency, with offices in Chicago and Davenport, Ia., has opened an office at 321 11th St., Des Moines. The new Ramsey office will be maintained in conjunction with Son De Regger Advertising Agency. For the present the two operations will retain their separate identities. Son De Regger has named Thomas Peterson, who operated Peterson Advertising Agency in Fort Dodge, Ia., before joining Ramsey's Davenport office two years ago, a vp.

Hunt Joins Honig-Cooper

Roy Hunt, formerly with Anderson-McConnell Advertising, and West-Marquis as art director, has joined the Los Angeles office of Honig-Cooper, Harrington & Miner in the same capacity.

Goodman Leaves WKFM

Bernard Goodman has resigned as manager and an account executive of WKFM, Chicago. Mr. Goodman joined the fm station six months ago from KFMU, Los Angeles, where he had been manager.


TOP TEN BRANDS
ACROSS THE NATION
COMBINED CONSUMER INVENTORY FOR 1959
BASED ON 1958 BUYING PATTERNS
PERSONAL INTERVIEW SURVEY OF ELEVEN MAJOR HOME MARKETS
by DAN E. CLARK II & ASSOCIATES, Inc.

YOUR FREE COPY NOW READY

A SERVICE OF THESE GREAT NEWSPAPERS ACROSS THE NATION

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- CHARLOTTE OBSERVER
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- LOS ANGELES HERALD-EXPRESS
- MIAMI HERALD
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Above newspapers represented nationally by *Cresmer & Woodward, Kelly-Smith Co., Moloney, Regan & Schmitt, and/or Story, Brooks & Finley.*

A COMPREHENSIVE TEXTBOOK TO 1959 SALES SUCCESS . . .

TOP TEN BRANDS is a combined consumer inventory study on product buying patterns in eleven major markets across the nation.

This detailed "personal interview" survey shows leading brand preference in each of 80 separate product categories — food, drugs, cosmetics, appliances, etc.

TOP TEN BRANDS individual studies for each of the eleven markets are also available, showing comparative positions for leading brands of 130 different products.

TOP 10 BRANDS

Copies of this combined national report, and local market reports, available on request from the national advertising manager of each sponsor newspaper, or its national representative — or use coupon below.

DAN E. CLARK II & ASSOCIATES, INC., P. O. BOX 1858, STANFORD, CALIFORNIA
Please send me free of charge each of the following studies. (check)

_____Combined National Report; Local Market Reports as follows:

_____Akron _____Charleston, N. C. _____Cincinnati _____Dallas
_____Houston _____Los Angeles _____Miami _____Portland, Oregon
_____Toledo _____Wilmington (Del.) _____Youngstown

Name_____
Company_____
Address_____
City_____ Zone_____ State_____

Merchandising Ideas

McCall Sends Fruit Cake • A ¾-lb. chunk of fruit cake was mailed in December to more than 500 executives in grocery chains and supermarkets for Corn Products Co. by *Redbook* and *McCall's*. The cake, made according to a recipe appearing in the Karo Syrup advertisement in the November issue of the two magazines, was packed in a special holiday box containing a reprint of the ad. *Redbook* and *McCall's* did a similar merchandising mailing a year ago Christmas promoting fudge made with Karo Syrup. The agency for Karo is Lennen & Newell.

Gibson Uses Bottle Stoppers • Plastic bottle caps printed with the Gibson name have been made available to dealers as a giveaway traffic builder by Gibson Refrigerator Co., Greenville, Mich. The bottle stoppers were designed as a simple, low-cost item so dealers can use them by the thousands at very little expense. In addition to offering the bottle stoppers to potential customers in return for watching a product demonstration, the premium also may be used by dealers as a direct mail device to get better readership of the mailings, Dale H. Heinlen, Gibson ad and sales promotion manager, suggests.

Revell Markets Pickle Car • Revell Inc., Venice, Cal., model toy manufacturer, now is producing a new cargo carrier, the "pickle car" of H. J. Heinz Co., Pittsburgh. The replica of the pickle car includes four tanks of Heinz 57 pickle stocks. In explaining the development of the unique model, only Revell car with a business identification, Henry Blankford, Revell public relations director, said that marketing research showed there was a wide interest in unusual methods of transporting freight commodities. "The pickle car obviously was a natural, and when one thinks of pickles, one thinks of Heinz," he said.

With thousands of these model cars scheduled for miniature railroads, only 11 real Heinz pickle cars are in existence. Each car carries 10,000 gals. of "cucumbers in brine."

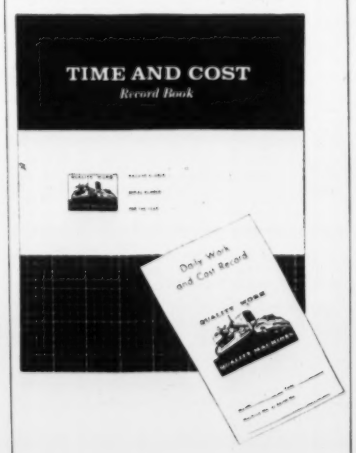
'Quaker TV Notes' Bows • Quaker Oats, which has retained J. Walter Thompson Co.'s broadcast exploitation service to assist in promoting "The Naked City" and "The Adventures of Ozzie & Harriet" on ABC-TV, plus a heavy daytime schedule on CBS-TV, has launched a newsletter, "Quaker TV Notes." The newsletter is designed to inform "all parties concerned of Quaker tv activities." Included in the first issue was an offer of a pancake breakfast at which the local Quaker representative and a station promotion manager could discuss combined promotional efforts in detail. The promotion manager was asked to pay the tab, then send in the "free breakfast certificate" clipped from the newsletter to JWT and he would receive full price of both breakfasts, plus a choice of gifts offered on the certificate.

JWT reports that in less than two weeks after the first issue was out, 17% of the station promotion managers who received the offer accepted it.

HEINZ MODEL—*Mac Johnson, 11, and his sister, Susan, 8, admire the newest addition to their model railroad, a replica of the Heinz pickle car, developed by Revell Inc. Their dad is Ralph Johnson, assistant to the vp of marketing, H. J. Heinz Co.*

Party Bid Also Is Name Card • *Electrical Merchandising* sent invitations to its annual winter home furnishings market get-together Jan. 7 at the Kungsholm, Chicago, which also served as a name card. The invitations began: "As is their custom, appliance pros are gathering... for cocktails, smorgasbord and knowledgeable conversation." Each guest was asked to present the invitation, which was imprinted with his name, to be used as a name card.

Record Books Aid Cat Owners • To assist owners in determining the cost of owning and operating equipment, Caterpillar Tractor Co. has prepared a special 24-page "Monthly Time & Cost Record Book" (Form 33215). Twelve sets of pages are included on which to record, day by day, each month's individual machine expenses for a year. At the end of the record section is an annual summary sheet where the totals for each month can be entered to obtain annual cost figures. Spaces are provided for recording both the quantity and cost of diesel fuel, gasoline, lubricating oil, grease, filters, hydraulic oil, repair labor, operators' time and miscellaneous costs. In order to record expenses as they occur in the field, a pocket size "Daily Time & Cost Record" booklet (Form 32818-G) is also available. Copies of both booklets may be obtained at no cost from Caterpillar dealers, or from the advertising division of Caterpillar Tractor Co., Peoria, Ill.



CAT RECORDS—*These two record booklets have been prepared by Caterpillar Tractor Co. to help owners of its equipment determine costs.*

Golden Bottle Is 1st Prize • "At the height of the most successful gargle season in history," Isodine Pharmacal Corp., New York, for the second successive year has launched its "Golden Bottle" promotion, which offers cash prizes to U.S. druggists plus extra profits as well. A mass mailing to 50,000 druggists early in January will include a coupon to be sent back to Isodine with the druggists' name and address. Between March 1 and 15 a drawing will be held and 200 prizes awarded, with a $500 U.S. savings bond and a "golden Isodine bottle" as first prize. Other features of the promotion include a "gold bottle" deal, in which druggists are offered 83.6% profit on a small amount of merchandise, plus a special gravity feed, self-service display of Isodine gargle and Isodettes. Last year's winner of the golden bottle promotion was George Pitalo, Medical Arts Pharmacy, Biloxi, Miss.

The company is backing Isodine gargle and Isodettes with its largest tv drive to date. Since Oct. 1,

IN THE MOOD—*Mr. and Mrs. Charles Lundell toured downtown San Francisco Dec. 6 to announce the Bay Area tv premiere of the historic film, "San Francisco," in a 1910 Firestone Columbus. The film, which appeared on KGO-TV, dramatized events in the early 1900s.*

Congratulations! You're getting up a lot more signs, Bill!
Thanks, Boss, the field men all like Meyercord "no water" Pressure Sensitive Decal Signs.
MEYERCORD
PRESSURE SENSITIVE
Permanent DECAL SIGNS
In 1958... hundreds of Point-of-Sale advertisers adopted Meyercord
PRESSURE SENSITIVE DECAL SIGNS
...we predict hundreds more will switch to them in 1959... because
• they'll say "goodbye forever" to decal water application problems... the bucket and sponge become obsolete.
• they're easily and quickly applied... yet as durable and long-lived as any decal sign ever made!
• experience shows field men "get more of them up."
• this new concept in Point-of-Sale decal signs is the product of Meyercord research... a decal sign of proved performance and appearance, manufactured by the world's leader in decalcomania!
FREE: Pressure Sensitive Decal brochure. Write today!
the MEYERCORD co.
Dept. D-201—5323 W. Lake Street, Chicago 44, Illinois

SPREADING THE NEWS

SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

more than 5,000 spots per week have been used.

ABC Tells TV Tale on Sacks

• In a promotional effort to tell the housewife about its daytime tv shows, American Broadcasting Co. has arranged to circulate its messages on millions of grocery sacks used by approximately 8,000 grocery stores in eastern and midwestern states. The stores range from large supermarkets to small stores, major chains to one store operators. In some communities, 90% of all sacks used by all stores in the area will carry its message, ABC reported. According to Supermarket Affiliates Corp., New York, which arranged the circulation, the ABC-TV message will cover more than 12,000,000 family trips (one family, making one shopping trip). The two-color message reads: "For the daytime of your life!"—then the name of the local station is imprinted. Eight shows are mentioned, with illustrations of the leading performer.

Among the major chains participating are A&P Tea Co., Safeway Stores Co., Kroger Co., First National Stores, Food Fair, Grand Union, Stop & Shop, ACF-Wrigley, Jewel Tea Co. and Dilbert's. #

Salesmen Key to Economy's Upturn, McGannon Says

BOSTON, Jan. 13—Donald H. McGannon, president of Westinghouse Broadcasting Co., said here that the nation's salesmen will play a major role in the predicted upswing in the economy.

"How good it will be and how effective it becomes depends in large part on our nation's sales executives and upon the business management of the nation in giving these sales executives full latitude and confidence," he said.

He addressed more than 1,000 sales executives attending a two-day New England sales management conference here.

Mr. McGannon described 1959 as "a platform for the future" since "nearly all the economic visionaries believe a condition of top prosperity will exist by 1960."

■ "This is the time to make a good start," he said. "It's a favorable picture for the salesman—so favorable that if the salesman reads the various business journals and studies the crystal balls of the economists he's likely to relax. This is a point where we need dynamic sales leadership in the nation."

He said the recent recession identified "our best salesmen—those who ingeniously and with determination force the market." But a recession also "seems to put the spotlight on our weakest sales managers—those who fail to give inspired leadership during times of distress," the leadership "that comes naturally to them during times of high hopes and success." #

Petersen Appoints Long

James F. Long has been appointed advertising manager of *Motor Trend*, Los Angeles, a Petersen Publishing Co. publication, succeeding William Cribbin, who resigned to set up his own agency in Los Angeles. Mr. Long was formerly advertising manager of *Car Craft, Rod & Custom* and *Custom Cars*—Petersen Automotive Group #2.

Walsh to 'Merchandiser'

Arthur J. Walsh, formerly district manager of Patterson Publishing Co., Chicago, has been named advertising director of *Cooperative Merchandiser*, Chicago, official publication of the Cooperative Food Distributors of America.

Neenah Paper Co. Offers Booklet on Letterheads

Neenah Paper Co., Neenah, Wis., a division of Kimberly-Clark Corp., will use business publications and direct mail for a campaign centered around a new booklet the company is offering, "Two Sides To Your Business Letterhead." The trade paper campaign, beginning in January, will include pages or spreads in *Advertising Requirements, Art Direction, Graphic Arts Monthy, Industrial Marketing, Inland Printer, Printing* and *Western Printer*.

The mailing will be a series of four letters sent to 2,200 Neenah merchant salesmen. Burnet-Kuhn, Chicago, is the agency.

Home Ideas Awards Set

Armstrong Cork Co. and American Radiator & Standard Sanitary Corp. are winners of President's Citations in the third annual Ideas for Home Builders contest cosponsored by the Producers' Council and the National Assn. of Home Builders. Armstrong was cited for its booklet, "How to Sell Homes Faster," and American-Standard for its consumer ad, "Now is the time to buy a new home." Awards to these companies, and to winners in six classes in the contest, will be made at the NAHB convention Jan. 18-22 in Chicago.

'Cisco Kid' Adds Sponsors

Ziv's "Cisco Kid" tv film series has picked up three new regional sponsors and renewed a fourth. Dan-Dee Pretzel & Potato Chip Co., Cleveland, signed the show for 12 markets, Eddy Bakeries division of General Bakery bought nine and Piggly Wiggly bought six. Interstate Bakeries renewed in several markets for its ninth year with the telecast.

Grippo Names Peck Agency

Grippo Cone & Pretzel Co., Cincinnati, has named Richard F. Peck Advertising Agency, Cincinnati, to handle its advertising and sales promotion.

Broun Adds Emerald Harbors

Emerald Harbors, Longboat Key, Fla., real estate developer, has named C. W. Broun & Associates, Sarasota, Fla., as its agency. A $250,000 national ad campaign is expected to break in mid-February.

DO YOU WANT THE ACCOUNT?
. . . Reach for BRAD-VERN'S!
Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers.
Write: V. H. Van Diver, Sr., Woolford, Md. Phone: Cambridge 171 or 2980.

VIDEOTAPE™*
Dynamic new dimension in TV advertising
PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION
*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

DO THE JOB RIGHT!

TO COVER THE WHOLE DELAWARE VALLEY YOU NEED THE TRENTON TIMES and THE CAMDEN COURIER-POST

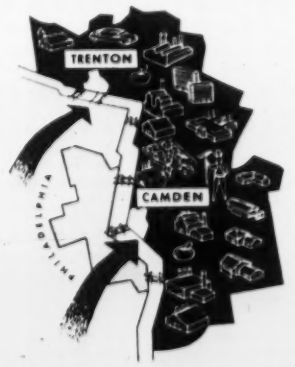
Buying food? Choose the right vehicle. Our friend will either have to get himself a pushcart or settle for fewer oranges.

Selling food? Make sure you choose the best vehicle for your newspaper advertising, too. In Delaware Valley, U. S. A., food sales (like all sales) are fought for on local battlegrounds. On the fast-expanding New Jersey side of the river, your newspaper choices are easy, as demonstrated by figures: for Trenton—the **TRENTON TIMES**; for Camden—the **CAMDEN COURIER-POST**. In their area, each of these hard-hitting dailies reaches more homes by far than any other paper. We did say "than any other paper." And we did say "by far."

Talking just food sales, Mrs. Camden-Trenton spent more than $183 million on food products last year.* That's a food market worth biting into. Sales figures like these convince 83 of the nation's top 100 advertisers to run regularly in the **TRENTON TIMES** and the **CAMDEN COURIER-POST**. Sell in local papers and you "hit 'em where they live!"

*Figure for Camden and Mercer Counties. These papers saturate a 5-county population.

IT PAYS TO CROSS THE DELAWARE



CAMDEN COURIER-POST
Established 1875

TRENTON TIMES
Established 1883

Represented nationally by GEORGE A. McDEVITT CO., INC. • NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • LOS ANGELES

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Makes His Own Survey of TV Audiences

To the Editor: During the recent holidays I made a private, unrequested, one-man survey of television audiences as they watched (or ignored) that boon to mankind, the television commercial. My survey was limited to the homes of close friends where I could spend unexplained hours without upsetting the routine of the household.

I became interested in this exciting pursuit because I recently had my first commercial shown on tv, and I'm trying to discover why that nice man paid me money for it.

The friends that I spied upon were individuals, each reacting in his or her own peculiar fashion. However, in order to record the results of my espionage in a simple way, I have bunched these folks together in groups.

■ To sum up; 12% of my subjects wanted to see the commercial, 6% were critical, 12% left the scene of the commercial, and the remaining 70% remained emotionless.

Those who wanted to watch the 90-second wonders did so either because they expected to enjoy the presentation thereof, or because they wanted to learn something about the product. About one third of those who wanted to watch were distracted by less interested viewers, while about two thirds, merely by their own display of interest, persuaded all others present to remain quiet and reasonably attentive.

The critical 6% made the usual complaints—too many, too long, too loud. They also made derisive comments such as: she never waxed a floor before in her life; that's how I look in the morning; they make him say that— what! again—that coffee's cold—I'm glad Junior doesn't look like him. However, it was noted that such comments caused all present, including the critic, to watch the commercial quite closely.

■ During my survey I observed that many tiny tasks were performed by the viewers as they "watched" television. Many of these tasks, such as adjusting curtains, looking at the baby, getting the mail, locking the back door, feeding the cat, or mixing a drink, took the viewer temporarily away from the set. Sad to relate, these tasks usually took place during the commercial; sadder to relate, the better the program, the greater the possibility that such unsportsmanlike activities would occur during the commercial.

Sometimes more complicated stints were performed during two or more breaks. While quietly observing my wife the day after Christmas, I discovered that she prepared dinner for five while she watched an old Errol Flynn picture on tv. She went into the kitchen only during the commercials. Since dinner that night tasted just as good as ever, I presumed that this sort of thing had been going on for years.

■ As I previously indicated, most of the viewers remained in front of the set when the big moment arrived, but, within a few seconds nearly a third of them were distracted, and by the end of the commercial about half were not paying attention. In audiences composed of adults, conversation was the principal distraction. In audiences consisting of adults and children, the children were the principal distraction. Children yelled, fought, climbed, and were chastised during commercials. Despite conversation and children, these distracted individuals did absorb the name of the product being advertised, and some might have even received a blurred image of the message.

I also suspected, but couldn't prove without incriminating myself, that there was another type of viewer, who, when the commercial came, remained in front of the set, but allowed his mind to fall into a coma.

Joe Kane,
Swampscott, Mass.

• • •

Theory and Practice Can Be Taught, Teacher Maintains

To the Editor: An article by James Nelson Jr. in your Dec. 22 issue argued against advertising courses being taught in colleges. . .

I am not implying that I believe all advertising courses taught in all colleges and universities are worth while or significant. A variety of opinions exist among college advertising teachers about how many courses should be offered, and what they should contain. In fact, there is no more agreement among teachers about the "right" way to teach students, or the "right" way to present a course, than there is among agency people about the "right" way to create advertisements. . .

None of the advertising teachers I know believes his courses teach students all they need to know about advertising. They do believe however, that college courses can give a student an understanding of why and how a business firm uses advertising to sell its goods. This objective, it seems to me, is a worth while part of a student's foundation for a business career.

I make no pretense of teaching students the "principles" of advertising, because I don't know them. I do teach advertising "theories" and "practices," however, with the hope that through organized study and subsequent practical experience my students will improve the effectiveness of future advertising. I also encourage students to take courses in other fields—the liberal arts, primarily—to expose them to as many as possible of what Mr. Nelson calls "the world's vast collection of ideas."

Mr. Nelson also was either misinformed or uninformed about the qualifications of college advertising teachers, when he assumed that they are more highly trained in teaching methods than in the content of the subjects they teach. Many college teachers, in fact, take few if any courses in teaching methods, in contrast with high school and grade school teachers who must take these courses in "education" in order to meet the requirements for teacher certification. This certification is not a requirement for most college teaching positions, but instead a Ph.D. degree in business or journalism subjects usually is. As a result most teachers are intensively trained in the field in which they teach.

Homer Dalbey,
Assistant Professor of Business Administration, Oregon State College School of Business & Technology, Corvallis, Ore.

• • •

Here's a Plea for Lower Case Commercials

To the Editor: Your editorial —[Advertising's Intellectual Level]—Dec. 15 is most excellent.

To hit slightly above the mass level will produce best results, for here is where to make money.

I believe it was Will Rogers who said, "You can't make any money doing business with folks who don't have any money."

To illustrate a bit:

The man on the Anacin commercial, along with Doug Edwards, yells at me: "WHAT DO DOCTORS RECOMMEND?"

Others do likewise. I am not deaf, nor am I a dumb being. So, I have put a "blab-off" switch on my television, and when I know he is going to come in, I cut the switch and leave it off until Doug comes back on.

Many of the trailers following programs, like "Men of Annapolis," are far too loud.

Please help us to get these loud mouths calmed down a bit.

Carl Higginbotham,
Indemnity Insurance Co. of North America, Windermere, Fla.

• • •

O'Brien Handles K. J. Quinn Consumer Account

To the Editor: We notice with some confusion that your issue of Dec. 29, Page 4, published something very much in error which is anything but the desire of K. J. Quinn & Co., my client for ten years, nor the desire of ourselves.

Mr. Quinn appointed Advertising & Merchandising Associates about a year ago to handle his industrial advertising which we have never handled. Robert F. O'Brien & Co. will continue to handle the consumer division of K. J. Quinn and its Quintone and Scuffy boot polishes which have nothing whatsoever to do with Advertising & Merchandising Associates.

We think you should print a retraction to the effect that there are two divisions of K. J. Quinn & Co. Inc.—the industrial division, handled by Advertising & Merchandising Associates, and the consumer division—Quintone and Scuffy boo polishes—handled as in the past by Robert F. O'Brien & Co., Boston.

Robert F. O'Brien,
Robert F. O'Brien & Co., Boston.

• • •

'Ego-Flattering' Item for Juvenia Watch

To the Editor: The Creative Man's Corner "Congratulations on a Double-Take" in your issue of Dec. 22, came as a delightful and ego-flattering Christmas present!

We are certainly happy that this modest promotion caught your approving eye, and want to tell you our appreciation for distributing kudos so evenly all around.

Montague H. March,
President, Juvenia Watch Agency Inc., New York.

• • •

Gladys, Buy a Dress!

To the Editor: As a subscriber to Advertising Age for a number of years, I have always found your publication most informative.

One item, however, which seems to be inconsistent with high caliber you maintain is your "Gladys the Beautiful Receptionist" block.

The gags are consistently good, but the use and reuse of the same photographs conveys to me that it does not warrant full support, a sort of second-hand item that is not quite bad enough to be dropped, but not good enough to be fully sponsored.

In my opinion the space should be maintained and a new series of pictures, with new characters if necessary, employed.

Howard Cross,
Hartsdale, N.Y.

• • •

Cites Newcomer's Success

To the Editor: One of the significant and important developments in research in 1958 was the establishment of tv Q-Ratings—the first and only regular qualitative analysis of the television audience opinions of the shows that are on the air.

You missed mentioning this in your review of 1958.

Already, less than five months since it was first offered for sale, it numbers as clients, NBC, ABC, Batten, Barton, Durstine & Osborn, Ted Bates, Ogilvy, Benson & Mather, Foote, Cone & Belding and Benton & Bowles.

Henry Brenner,
Entertainment Research Associates, Port Washington, N.Y.

• • •

We Know Better

To the Editor: Re the story about the San Francisco March of Dimes ad committee headed by Walter Guild. . . . "other Frisco admen, etc."—*fie On You, Shame, etc.*

San Francisco is referred to as "Frisco" only by the ignorant and uninformed. It is not considered smart, sophisticated, or even funny by anybody who knows better.

Charles W. Livingston,
O'Mara & Ormsbee Inc., New York.

JANUARY BOOSTER—*Hoffman Electronics is offering framed copies of paintings by Degas, Vlaminck, Utrillo and Detlefsen as premiums for buyers of console models in an annual post-Christmas campaign. Paul E. Bryant, sales vp, and Joseph D. Portanova (right), an artist and vp of styling for Hoffman's consumer products division, look over some of the paintings.*

Future Harvester to Be Packager Too, Scruggs Tells Admen

CHICAGO, Jan. 13—A farm "combine" which will package farm products as it harvests them was one of the future wonders of farming foretold last week to the Chicago Area Agricultural Advertising Assn. by Charles G. Scruggs, associate editor of *Progressive Farmer*.

Besides forecasting farm phenomena to appear in the next 20 years, Mr. Scruggs got in a few licks on the general subject of the effectiveness of the farm magazines in selling to the agricultural market. Their role, he said, has become that of an "umpire," presenting data on which farmers can confidently rest their choices among the conflicting claims of marketers.

■ Among the developments Mr. Scruggs predicted for the next 20 years:

- Piping de-salted sea water for irrigation of inland farms, using old oil and gas lines—and possibly atomic energy for pumping power.
- Atomic irradiation of plants to speed up creation of new and useful varieties.
- Insertion of small organisms into the stomachs of farm animals to enable them to digest cellulose—a la termites.
- Ability to control prenatally the sex of farm animals.
- Weather control to increase rain, suppress frosts, stop hail, etc. #

Storer Appoints Lee

Terry H. Lee, formerly managing director of WVUE, Philadelphia, has been named managing director of Storer Broadcasting's new station, WITI-TV, Milwaukee. Joseph W. Evans Jr., national sales manager of KFJZ-TV, Dallas, before joining Storer last May, has been appointed general sales manager of WITI-TV.

Ramsay Heads Sales Promotion

Don Ramsay has been named sales promotion manager of Pittsburgh Brewing Co. He joined the brewer Nov. 1, 1958. Previously he was sales manager of Coca-Cola Bottling Co. in Pittsburgh and Milwaukee.

Hartman Joins Jayark

Alan Hartman, formerly with RKO Radio Pictures, has been named sales vp for Jayark Films Corp., New York. He will cover the Carolinas, Kentucky, Alabama and Ohio.

5¢ Daily Disappearing, ANPA Survey Shows

The nickel newspaper is fast becoming a thing of the past, according to a survey by the American Newspaper Publishers Assn. The ANPA survey, not yet completed, shows that 312 newspapers in 45 states increased circulation prices in 1958. In April, 1955, 230 of the 1,743 U. S. dailies sold for more than 5¢ a copy. This number had increased to 569 in 1958, the ANPA said.

'Charm' Appoints Two

Charm, New York, has appointed Robert S. Hirschberg, formerly with *Glamour*, retail sales manager, succeeding Joseph Hayes, who has resigned. *Charm* also has promoted Peter G. Diamandis from the general sales staff to coordinator of travel advertising sales.

PR Company Sets Test Unit

Wiegers-Bellamy Co., a public relations company at 24 W. 40th St., New York, has started a product testing and research department headed by P. W. Fanelli, former supervising engineer for New York Testing Laboratories.

Berking Opens Agency

Max Berking, since 1954 a group manager at O. S. Tyson Co., has started his own agency, Max Berking Inc., at 562 Fifth Ave., New York. The agency will specialize in industrial, trade and hard goods accounts.

Atlantic Boosts Karper

Donald J. Karper has been promoted to advertising-sales promotion manager of Atlantic Brewing Co., Chicago. He formerly was sales supervisor for Atlantic in the Chicago area.

Set to Sell

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

a NEW plus market

The $3 BILLION GOLDEN CIRCLE

Albany – Schenectady – Troy

CHANNEL 13

WAST

ALBANY, N. Y.

THIS NEW STATION

is *engineered* to deliver the market covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire. It provides a sales potential of $3,495,571,000.00 consumer spendable income. And that's cash register money! Food sales alone are over $615 million; drugs over $72 million. *Exclusive* ABC for most of its coverage. Investigate . . . write, wire or phone today!

Represented by

VENARD, RINTOUL & McCONNELL, Inc.

abc

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

About nine o'clock this morning—the 1959 Newspaper Advertising Executives Association Meeting will get under way in Chicago at the Edgewater Beach Hotel.

As in past years, we will host a breakfast meeting Tuesday morning at 8:30 for the Burgoyne Test City Newspaper Group.

• • • • •

This meeting of newspaper executives serves only to impress upon us that newspaper advertising performs its most valuable function in moving goods off local retailers' shelves. Our experience in conducting retail sales studies, has time and again demonstrated the ability of newspapers to motivate consumers at the local level. Television and radio must basically entertain in order to create the opportunity to sell. Not so the newspaper—whose primary function is to inform consumers about news as well as about products and services. And people really look to the newspaper for this information as—witness the unhappy lot of millions of New Yorkers who recently had to do without their newspapers. So we doff our fedora to the newspaper—America's most important selling medium!

• • • • •

MEET THE BURGOYNE TEST CITIES MINNEAPOLIS and INDIANAPOLIS

. . . are two of the cities which make up the select list of BURGOYNE Test Cities, and which are permanently set up for BURGOYNE Retail Sales Studies.

INDIANAPOLIS . . . state capital and largest city in Indiana. Second biggest corn market in U.S. and second largest city not on navigable water. Famous as the home of James Whitcomb Riley and the site of the Indianapolis 500 Memorial Day Race. In this growing Midwest Metropolis—we recommend the **STAR and NEWS** as the medium for full coverage.

MINNEAPOLIS . . . gateway city to the "Land of 10,000 Lakes", Minneapolis serves a vast agricultural region and is one of the nation's outstanding flour-milling centers. Largest city in the state of "sky-colored waters". In this distributing center to the Northwest, we recommend the **STAR and TRIBUNE** as the top medium.

• • • • •

While most of us have already made (and broken) a series of resolutions for the New Year, we'd like to suggest one final resolution for all grocery and drug product advertisers. On your very next market test—holler for Burgoyne and let him show you how to get all the facts. Brother, you'll never get more for your market test dollar.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

TV Not Harmful to Children's Leisure, Development, British Study Indicates

TV Even Helps Increase Reading of the Duller Children, Authors Say

LONDON, Jan. 13—During a short and prosperous existence television has been the target of many brickbats, but the most bitter criticism it has had to endure has been that it has a bad influence on children.

This criticism was disturbing enough to the British Broadcasting Corp. so that its audience research department suggested to the Nuffield Foundation in 1954 that it should sponsor an inquiry into the question.

The findings of the researchers appointed by the Nuffield Foundation are now out in a 522-page report, "Television and the Child" (Oxford University Press), and contains good news for television people, at least to the extent that it exonerates the medium of the charge of marring children's characters.

■ "The final picture of the influence of television on children's leisure, interests, knowledge, outlook and values proves to be far less colorful and dramatic than popular opinion is inclined to suppose. Effects occur in each one of the various fields, but not to such a degree that the children would have been fundamentally changed," the authors note.

"Television, then, is not as black as it is painted, but neither is it the great harbinger of culture and enlightenment which its enthusiasts tend to claim for it. If television is a window on the world, it gives a view not very different from that provided in books, comics, films and radio programs. Similarly, its capacity for broadening a child's horizons is not spectacularly different from that of any of the other mass media," they continue.

■ While many hands took part in the survey and writing of the report, its chief authors are Dr. H. T. Himmelweit, reader in social psychology at the London School of Economics and Political Science; Dr. A. N. Oppenheim, lecturer in psychology, London School of Economics and Political Science, and Pamela Vince, a psychologist, who acted as fulltime senior research officer.

In conducting the study in England, the authors point out, the researchers had an advantage over a similar study that might have been conducted in the U.S.: namely, that at the time the study was launched, tv coverage was not so complete as in the states, so that controls of non-tv viewing children could be established. Also, during the early part of the study a new tv market, Norwich, opened up, so that researchers were able to carry out a before-and-after study for one market.

The main survey work was carried out in 1955 when BBC was the only tv channel operating. After ITV, the independent commercial tv channel, was launched, a small-scale study was made of its effects.

■ Here are some of the findings of the study disclosed in the book:

• Viewing habits of the children seemed to be determined primarily by those of the adults in the household. Where adults left the set on most of the time and watched indiscriminately, the children did likewise. If the parents showed selectivity and restricted viewing, so did the children.

• Ultimately, most children did not sacrifice other worth while activities in order to watch television, although this held true initially. For example, book reading suffered at first in proportion to the reading of comics books, but eventually book reading came back into its own and the reading of comics books dropped off.

"At first, television decreased the proportion of books to comics read," the authors state. "But as children got used to viewing they gradually reverted to books; so that after a few years the viewers were once again reading as many books as the controls, and the duller children had even increased their share. Ultimately, therefore, television favors book—rather than comic-reading.

"Book reading comes into its own, not despite television but rather because of it. Television stimulated interest in reading, through serial dramatization of books; it also aroused the child's interest and curiosity so that he became interested in a wider range of books than before, including non-fiction."

• Examining the frequent charge that tv makes children passive, the authors say that their findings do not support this. They describe five senses in which "passive" seemed to be used and found—tv created no passivity in any of these senses, which are (1) children absorb television like a sponge; (2) viewing leads children to prefer an edited version of life to the "real thing"; (3) viewing leads to loss of initiative; (4) television leads to jaded palates, and (5) viewing dulls the imagination.

• On the other hand, the researchers found that tv did not stimulate activity either.

"We found few children had made anything after seeing it modeled on television, and those who did tended to be the hobby-minded, generally alert children—the ones least in need of stimulation."

"Visits to museums and art galleries increased little after the viewing of specific programs.

"Viewing, it seems, stimulates interest rather than activity."

• While the study never deals directly with a problem that has stirred up a great deal of acrimony in this country, at least—whether or not tv inspires juvenile crime—the authors do have the following to say:

"We did not find that the viewers were any more aggressive or maladjusted than the controls; television is unlikely to cause aggressive behavior, although it could precipitate it in those few children who are emotionally disturbed. On the other hand there was no support for the view that programs of violence are beneficial: we found that they aroused aggression as often as they discharged it. We also found that they taught the one-sided lesson that to offend against the law is bad, without teaching its positive counterpart."

■ Despite its size and statistical nature, the book is extremely readable, eschewing any sociological gobbledygook. The authors do not hesitate to draw conclusions and make suggestions to parents, teachers, tv programmers, etc., on remedies for what they consider some of the faults of the medium. At the same time, however, they are careful to point out that almost all conclusions that can be drawn from the study must be qualified and that further study into the ordinary leisure activities and thought processes of children is necessary.

The book covers a wide range of topics on the effects of tv on children, such as its effect on family life: on radio listening (tv curtails radio listening); on movie going (movies hold their own with adolescents as a social meeting place); on children of different classes (class is unimportant in determining the effects of tv); reactions of anxiety and fear; effects on school work, etc. #

BEEP BEEP—*Cashing in on the new hit song about a race between a Rambler and Cadillac (AA, Dec. 29, '58), this Rambler dealer in Albuquerque puts up an outdoor sign with a message for the cognoscenti.*

Hearst Appoints Two

Hearst Magazines, New York, has named O. M. Onesty Jr. and Raymond J. Jaeggi to new posts as advertising manager of *American Druggist* and *New Medical Materia*, respectively. Mr. Onesty was formerly eastern ad manager for *Druggist*, while Mr. Jaeggi was on *Druggist's* sales staff.

"Imagin'

me goin' ta collidge!" WJAR-TV made nationwide headlines recently when it initiated a live TV course on the history and philosophy of communism. Full academic credit was given by Providence College and enthusiastic letters poured in. Daring, imaginative, unorthodox local programming like this is the biggest single reason why WJAR-TV consistently walks off with the lion's share of the audience in the PROVIDENCE MARKET.

WJAR-TV CHANNEL 10
Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.

wouldn't advertising be wonderful
. . . if all markets were like **LUBBOCK**? (TEXAS)

LUBBOCK is rich and ready to spend . . . growing and growing . . . and easy to reach through advertising in the . . . **LUBBOCK**

Population's up 27.8% . . . and buying income's up 29.2% (SM, May 10, 1954–1958)

AVALANCHE-JOURNAL
CIRCULATION OVER 66,000

WAYNE HENLY, ADV. Director • LESTER M. HORNER, Gen. Adv. Mgr.
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Schick's New Direct Selling Irks Wholesalers

(Continued from Page 1)
move. What is going to happen to all of the butane cigaret lighters we stocked which Schick guaranteed to take back by July 1, 1959? What about all the Schick inventories that we have on hand?"

(In answer to the two questions, Schick told ADVERTISING AGE that the guarantee on the lighters will be continued until July 1, and that the company will "take all possible steps to protect distributors' inventories." Schick added that its Power shaver line will be continued until at least Dec. 31, and added that it had no plans at present to discontinue any model.)

■ The same distributor said the new plan couldn't be based on a savings factor and he went on to point out that the direct selling operation would be more expensive. He strongly doubted that Schick would boost sales with the new plan. He added that he didn't think the new plan would eliminate price cutting practices.

"I can't understand why Schick made this move when the trend has been in the other direction," he said. "For example, Elgin American and Gruen recently returned to distributors after using direct selling for quite a while. Such companies as Sunbeam and Remington Rand seem more determined than ever to work through wholesalers."

He speculated that one reason for the marketing switch may have been the fact that Schick was acquired last November by Revlon Inc. (AA, Nov. 24). "Maybe they intend to market their line of ladies' shavers through beauty salons and other distribution channels used by Revlon," he said.

■ Another Chicago distributor said he was not concerned about the move. "If we don't sell Schick we will sell all the other brands," he said. He said he had not even been notified by Schick that distributors were being dropped.

"I think it is a foolish move on their part," he said. "Distribution costs are high. Direct selling will be far more costly and they will not get as much coverage."

The distributor predicted that Schick's coverage will not be nearly as good in the small cities and rural areas. "If this turns out to be the case," he said, "much of their national advertising will be wasted."

■ John J. Reidy, president of Schick, told reporters at a press conference here earlier this week that the company will franchise selected retailers in markets throughout the U.S. He said he didn't know how many retailers would be chosen but he guessed that there would be fewer retailers handling Schick than at the present time.

The Schick president stressed that all retailers will pay the same price for Schick products. They will be allowed a discount of 30% for buying one to 11 items and 33⅓% discount for 12 or more items. The current discount rate is 33% for less than 12 items and 38% for 12 or more products, but he asserted that retailers seldom if ever realized these markups.

The franchised dealers, as part of their contract with Schick, will agree to do so much advertising and promotion work, Mr. Reidy said. The company currently has such arrangements with its distributors.

■ **To carry out the new direct selling plan, Schick will hire 50 more** salesmen to augment its present sales staff of 50, Mr. Reidy said. Schick plans to set up sales training schools in the near future, he said, and merchandisers will be hired to assist in selling to jewelry, department and drug stores.

Mr. Reidy admitted that the new plan would be more expensive than the old one but added that the company hoped to offset this added expense with increased sales.

The Schick executive disclosed that the company had invested $5,000,000 in both co-op and national advertising in 1958. He said the 1959 ad budget had not been set but he advised reporters that Schick will put more emphasis on its business paper advertising this year than in the past.

Mr. Reidy intimated that Schick will lower the suggested list prices of its products in the near future and that consumer prices will be lower.

■ While denying that Schick is declaring war on discount houses, Mr. Reidy strongly hinted that discount houses were primarily guilty of price-cutting practices. He deplored the wide disparity between prices of Schick products in the various types of outlets.

"It is not our intent to create a new marketing plan," Mr. Reidy said. "We are primarily concerned with assuring all retailers a fair profit return on our products."

The Schick decision to return to direct selling completes a cycle. Prior to 1941, the company sold directly to retailers. The move also makes Schick the only major electric shaver company to have direct factory-to-retailer distribution.

The new plan follows closely the discontinuance by Schick of trade-in allowances (AA, Dec. 29). Schick described both moves as positive action "to establish and maintain a fair profit return on the Schick line for all dealers, and to put the small dealer back in business." #

MacManus, John Names Two

MacManus, John & Adams, New York, has added two international advertising men to its international department, following the departure of John H. Byrne, who resigned to join Hockaday Associates (AA, Jan. 5). Daniel Loizeaux, formerly with Robert Otto & Co., and Harold Weinholtz, formerly with Young & Rubicam, have joined the department. The agency has not decided yet whether to appoint a new head of the department. Mr. Loizeaux will be a combination art director and production manager; Mr. Weinholtz is expected to be business manager of the department.

CHARLES C. (BUD) BARRY *has been named president of NTA Film Network, New York, a post which is being given up by Ely A. Landau, chairman of the parent company, National Telefilm Associates. Mr. Barry, a former NBC and ABC vp, resigned last week as head of Loew's tv subsidiary, MGM-TV.*

Ketchum Resigns 4 Chevy Dealer Group Accounts

(Continued from Pdge 1)
ington dealer group last April, but the association dropped the agency's "package plan" and let each dealer pick its own agency (AA, April 21, '58).

Subsequently, the Washington Chevrolet dealer group disbanded, after a federal grand jury investigation brought anti-trust charges against Ford, Chevrolet and Oldsmobile dealers in the area.

Although there was speculation that the move might have been caused by a wariness of possible anti-trust violation on the part of General Motors, the possibility of anti-trust charges similar to those in Washington against other dealer groups "was not even considered" in the Ketchum decision to resign the accounts, according to Mr. Gillilan.

The resignation will lead to the closing of KM&G service offices in Harrisburg, Pa., Baltimore and Richmond, Va., which were maintained only to service Chevy dealers. Some of the 12 persons in these offices will be moved to other Ketchum accounts, the agency said. #

Nets Exchange Stations

ABC-TV and NBC-TV are switching affiliates in the Marinette-Green Bay, Wis., area. As of Feb. 1, WMBV-TV, former NBC outlet, will affiliate with ABC, and WFRV-TV, former ABC outlet, will affiliate with NBC.

ARB Network TV Ratings

Week of Dec. 1-7, 1958

Copyright by American Research Bureau

PROGRAM POPULARITY

Rank	Program	%*
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	44.3
2	Wagon Train (Ford, National Biscuit Co., NBC)	40.1
3	Perry Como Show (Several sponsors, NBC)	38.9
4	Desilu Playhouse (Westinghouse, CBS)	36.8
5	I've Got a Secret (R. J. Reynolds, CBS)	36.2
6	Danny Thomas Show (General Foods, CBS)	35.4
7	Maverick (Kaiser, Drackett, ABC)	34.5
8	Have Gun, Will Travel (Lever, Whitehall, CBS)	34.3
	The Rifleman (Miles Labs, Procter & Gamble, Ralston, ABC)	34.3
10	The Real McCoys (Sylvania, ABC)	34.2

TOTAL VIEWERS REACHED

Rank	Program	(000)**
1	Perry Como Show (Several sponsors, NBC)	45,400
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	44,530
3	Wagon Train (Ford, National Biscuit Co., NBC)	43,650
4	Ed Sullivan Show (Mercury-Edsel, Kodak, CBS)	39,620
5	Maverick (Kaiser, Drackett, ABC)	39,520
6	The Real McCoys (Sylvania, ABC)	36,330
7	Danny Thomas Show (General Foods, CBS)	36,010
8	Have Gun, Will Travel (Lever, Whitehall, CBS)	35,900
9	People Are Funny (Toni, R. J. Reynolds, NBC)	34,860
10	I've Got a Secret (R. J. Reynolds, CBS)	33,540

* Percentage of homes reached in markets where show appeared.
**Total number of persons viewing program.

Pfizer Admits Ad Hit by Magazine May Have Misled

(Continued from Page 1)
ing attack on antibiotic marketing in the Jan. 3 issue of *Saturday Review*.

John Lear, the weekly's science editor, charged that "prescription of antibiotics without a specific cause for such treatment has reached disturbing proportions," and he laid much of the blame for this "over-prescribing" at the door of the drug houses.

■ Pfizer bore the brunt of Mr. Lear's attack, as he singled out a brochure Pfizer Laboratories sent out in 1957 for its antibiotic, Sigmamycin. This brochure reproduced the professional cards of eight physicians under the headline, "Everyday . . . everywhere . . . more and more physicians find Sigmamycin the antibiotic therapy of choice."

The names of the doctors on these cards were fictitious. Mr. Lear determined this for himself by sending letters and telegrams to the names and addresses on the cards and making phone calls to the numbers listed on the cards.

Mr. Lear accused Pfizer of trying to suggest to its physician audience that doctors were testifying to the efficacy of Sigmamycin. He noted that the code of the Pharmaceutical Manufacturers' Assn. specifically prohibits companies from soliciting endorsements from physicians.

■ Replying to this criticism, John E. McKeen, president of Pfizer, said:

"The Sigmamycin mailer was prepared by a reputable outside advertising agency [William Douglas McAdams Inc.] which has had many years of experience in this field and is retained by a number of other leading pharmaceutical companies. In using physicians' professional cards as illustrations, the agency advises me, they took care that no physician with the names used did in fact practice in the cities mentioned.

"On the other hand, the agency did know that physicians in these and many other cities were prescribing Sigmamycin with excellent results. Clinical reports from doctors whose studies on the drug were published in medical journals were listed as references in the same advertising piece. Traditionally, we, as well as the entire pharmaceutical industry and practicing physicians, turn to scientific papers such as these as the authority for our new drugs, rather than endorsements by individual physicians, which would have no weight.

■ "Thus we think it would be clear within the industry and to the medical profession that the ad was not intended to create the impression that Sigmamycin was endorsed by any specific physician. It was simply a symbolic way of indicating that the antibiotic was in widespread use by doctors in various medical specialties."

However, Mr. McKeen then added:

"Nevertheless, advertising which can be misinterpreted under any circumstances is admittedly questionable. The company has instituted measures which it believes will prevent a recurrence of such advertising techniques."

■ The *Saturday Review* article scored pharmaceutical companies for the "massive advertising pressure" applied to doctors.

"Established ethical drug houses, traditionally cautious in advancing claims for their medicines, are being jostled and jolted competitively in antibiotic sales by the Madison Ave. 'hard sell' of bulk chemical makers, which have invaded the drug field with a great deal of money to spend and no comparable history of restraint in promotion of their wares," Mr. Lear wrote.

[Editor's note: The two largest sellers of antibiotics are Pfizer, originally a bulk chemical house, and Lederle Laboratories, now part of American Cyanamid Co.]

Mr. Lear did not blame pharmaceutical detail men for this "massive pressure"; they "are generally honest in giving whatever information they possess," he said. But he charged that the drug houses have been guilty of exaggerated claims and concealment of possible side effects. All of this has contributed, he said, to the "indiscriminate dosing which now prevails."

■ Mr. Lear told ADVERTISING AGE today that the response to his article has been "overwhelmingly in favor." He said *Saturday Review's* science section will be three years old next March, "and we have never had a response like this."

He reported that letters have come in from a "great many doctors," dentists, advertising executives and Pfizer stockholders. One professor of medicine wrote and asked for 300 copies for his class.

"This looks as if it is the beginning of something," Mr. Lear said. #

R. J. Potts, 76, Potts-Woodbury Founder, Is Dead

PHOENIX, Jan. 13—Richard J. Potts, 76, dean of Kansas City admen and retired board chairman of Potts-Woodbury Inc., died suddenly here Jan. 10. He and his wife had arrived here the day before on a vacation.

Richard J. Potts

Born on a farm near Auxvasse Mo., Mr. Potts landed his first job in 1904 as a reporter for the *Herald*, Grand Rapids, Mich. He joined the old *Kansas City Journal* in 1908 as assistant advertising manager, and in 1910 he moved to the Horn-Baker Advertising Co. as a copywriter.

Mr. Potts organized his own agency, Potts-Turnbull Co., in 1911. Later, he went into the banking business in Kansas City, but the bank was declared bankrupt. He spent the next 20 years paying off his share of the debt.

■ He resumed his career in the agency field in 1921 with the formation of the R. J. Potts agency. In 1942, the agency became R. J. Potts—Calkins & Holden. Just over three years ago, the agency assumed its present name (AA, Nov. 21, '55).

Mr. Potts served as president of the agency until 1954, when he became board chairman. He was past president of the Kansas City Advertising & Sales Executives Club. In recent months, he had been active in raising money for colleges and universities on behalf of the Advertising Council.

W. WAYNE PONDER

DALLAS, Jan. 13—W. Wayne Ponder, 64, retired advertising salesman for the *Dallas Morning News*, died of a heart attack Jan. 5 at his home here. Mr. Ponder started to work for the *News* in May, 1915, in the retail advertising department; he retired last October. He handled all types of accounts and was a veteran in the field of amusement advertising.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1958 **41,961**

HELP WANTED

ASSISTANT EDITOR

Boxboard Containers (ABC, Haywood Publ. Co.) wants to add a jr. editor or editorial trainee to its Chgo. staff. Living wage to start and a no-limit opportunity. We need a writer and a worker. **Call Ted Rickard, editor, CEntral 6-3600, Chicago.**

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial, PR, TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 202 S. State St., Chicago 4

ACCOUNT EXECUTIVE. Progressive, growing Southern New England advertising agency, 26 years old, with 1¼ million billings, seeks relatively young account executive whose forte is new business getting and who also has creative ideas and campaign planning and account handling ability. Should have had at least 5 years experience—preferably but not necessarily with medium sized agency and mostly industrial. Accounts sought or to be handled range from $25,000 to $250,000. Salary commensurate with experience. Opportunity dependent on business getting ability. Write to
Box 2149, ADVERTISING AGE
630 Third Ave., New york 17, N. Y.
for interview, enclosing snapshot, references and outline of education and experience. Our staff knows about this advertisement.

Interesting publicity and pub. relations position for woman, 26 or over. Duties include organizing campaign and accompanying young lady on extensive publicity tours. Travels from Chicago office of promotional association. P.R. ability and experience, appearance and character references must be top-notch.
Box 2151, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE
Editors ..... **Public Relations**
Copywriters ..... **Advg. Managers**
Artists ..... **Media** ..... **Production** ..... **Service**
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

ASSISTANT TO EXECUTIVE VICE-PRESIDENT

Right hand man to plan promotions, advertising programs, color cards, write brochures, price lists. Coordinate and supervise sales at home office, Baltimore, Md. Must like work; think business at night; have drive and leadership ability. Must be able to anticipate and produce what management wants before it asks for it. General knowledge of business, office work, and sales desirable; ability to get along with people essential. Reward? Opportunity for a talented young man to grow with a well established paint manufacturer with world markets. Salary, open. Send resume to:
Box 2150, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLICATION, BOOK and CATALOG PRINTING

We have excellent facilities for producing saddle-stitched publications up to 9" x 12" and up to approximately 80 pages, in quantities of about 5,000 to 20,000, one color or more. Good mailing facilities. We are an old established firm with 35 years of publication, book and catalog printing experience, located 275 miles west of Chicago. Overnight mail and freight service. Good workmanship at fair prices. Why not investigate? Box 298, Waverly, Iowa.

WANTED: A $15,000 COPYWRITER WHO WRITES THE WAY PEOPLE TALK

We'll be lucky to find him. But if we do, it could be one of those real happy things. We'd start out with a lot in common. We're sure he's written some ads in the 5 or 10 years he's been at it that he'd feel pretty silly reading aloud across the hedge to that new couple next door. We've turned out some like that, too. But not many. Neither has he. We're sure he has warmed over a cliché in his day, come up with something less than the freshest, most interesting approach on occasion, failed at times to be as clear, simple, concise and persuasive as it's possible to be. But his batting average is way above average. He almost always writes—for print, radio, TV—the way people talk. And that's why we want him. We're 4A. Not one of the giants. Not little, either. You've heard of us. Regional and national consumer accounts. Metropolitan Midwest city, but it isn't Chicago, Detroit or Cleveland. Happen to know someone? His letter, complete résumé with record of past jobs and earnings, should get off quickly to the address below. No samples that need be returned. Not yet.

Box 363, ADVERTISING AGE
200 East Illinois Street
Chicago 11, Illinois

HELP WANTED

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

Copywriter with well-rounded experience in layout and sales promotion, in middle thirties. Young enough to grow with expanding food business serving Eastern States. Seasoned experience and creative writing ability a must. Send resume and samples of material produced. Salary adequate and open. **Reply to H. W. Given Co., Ardmore, Pa.**

ADVERTISING OPPORTUNITY!

Assistant Merchandising Director needed by publisher of 2 national consumer magazines. Young man we want is a creative writer with a mind for detail to handle a multiplicity of assignments, self-starting, between 25 and 30 with a background in advertising and direct mail and a Chicago area resident. Duties include copy, production, scheduling. Attractive fringe benefits. Send details and resume.
Box 2152, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING & PUBLISHING
FOR ALL TYPES OF PLACEMENTS
GEORGE WILLIAMS—PLACEMENTS
209 So. State St. HA 7-1991 Chicago

COPYWRITER-SOMEWHERE BETWEEN

Manhattan & Golden Gate lives a young bachelor eager to carve himself a career in mail order advtg. Top correspondence school! Direct mail, mags, subscription promotion, personnel supervision plus chance to work under aegis of one of America's remaining pioneer mail order men. Unmatchable opportunity for young man, must be single, to early 20's, A.B. but college not vital. If you've tasted Latin, love slinging words around, here is your chance. Hard work, not much pay to start but we wrote almost ½ million last year's sales and you'll pitch in on building it on a young, aggressive team, all career-minded. Send pix, full background, write in confidence—in longhand.
Box 2153, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST WANTED by publisher. We can furnish light, airy space plus telephone in exchange for part-payment on our work which should average $3000.00 a year. Our requirements are primarily key-lining and paste-up. Write
Box 2154, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Experienced Point-of-Purchase display salesman. We have a complete creative department and production plant to back you up. Good opportunity for aggressive man. **Amour Gilman, Inc., 4245 West Lake Street, Chicago 24, Illinois**

ADVERTISING MANAGER

Large established national manufacturer of industrial products, vicinity of Boston needs manager for its Advertising Department to supervise planning and execution of complete programs including space ads, literature, catalogs, trade shows, direct mail and publicity. Position is primarily administrative, but five years of advertising experience is essential. Send full résumé to Box 362, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

Our 48th Year

AE, food. Big-account and agency exper. Some on client side desirable, not required. Marketing-type AE. to $27,500
ADV.-MERCHANDISING DIRECTOR, supermarket chain. Can be No. 2 man now. In 30's. 13-15M
COPY, appliance & industrial, mostly sales prom., collateral, for big-name client. To 45. to 11M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

ADVERTISING, PUBLISHING ASSISTANT

Assistant to advertising sales manager of important group of business publications. Chicago location. Applicant must be adept at statistics, good at letter writing, and should have some knowledge of advertising production. This is a top company. Good opportunity for steady advancement. Lower thirties or younger. $7500 plus unusual company benefits to start. Send complete details in first letter.

Box 361, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

PLAN FOR EXPANSION IN '59

New business A.E. with est. middle 5 figure billing for '59 wants to join small Chgo shop with strong creative dept. Solid bkgd in sls & planning. Exc. add. prospects & growth potential. Married, under 30, vet., coll. Over 6'. Name the time in note to:
Box 2145, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER

Creative self-starter for new company on the way up or established one seeking a promotional push; 12 years publication, agency experience includes copy, media, layout, production, budgets; will relocate for right offer. Start $10,000.
Box 2148, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

NEED CREATIVE RADIO-TV A.E.?

2 yrs. ad mgr. national home imp. co; 8 yrs. exp. small-med. agencies; beer, milk, foods, retail; never lost a client; 10-cal. reg., nat. campaigns; created & supervised agency tv prgs & comm.; strong on copy, prod., time buying, p.r. Excellent client contact-new biz record. Age 31, married, college ed, asking $10,-400 with a future.
Box 2155, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY-CONTACT MAN. Self-starter with 12 yrs agency exp all media. Strong on ideas. Well versed in mdsg, sales prom. Versatile.
Box 2156, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEEK PERMANENT OPPORTUNITY AGENCY—TV—OTHER

Working knowledge TV production & promo. plus 2 & 3D graphics, on camera exp., industrial sales promo. & copywriting. 1 yr. ed. TV, 2 yrs. com. TV, 1½ yrs. industrial sales promo. Must see resume to appreciate. Age 30, married.
Box 2157, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEASONED COPY MAN SEEKS CHANGE

This facile pro has proven his salt as 1-man copy dept for very aggressive, fast sprouting mfr in electrnc & appl fields. 3 new product lines launched past 5 months. He writes trade ads, mats, R/TV commls, sales prom mat'l, colltrl lit, releases, techn'l articles & feature stories. Adept at soft sell, reason why or instit'l copy. Imaginative visualizer too. Works with 12-man art & prntg dept from concept to completion. 3 yrs agcy exp diverse accts prior to 2½ yrs present job. Now seeks berth as copywriter with a top agcy or as adv/prom mgr with a heads up Co. Pres sal $10M. Family man, 31.
Box 2158, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ART DIRECTOR

Young pro, 10 yrs. exp. Mad. Ave., small agcy. on top accounts knows somewhere prog. outfit with potential needs help.
Box 2159, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST-ART DIRECTOR (Top Flight)

Modern Creative Layouts, roughs to comps. Top Illustration and Finish art all media. Knows production, supervision. 15 yrs solid exp. Will relocate. Sal. $8,500
Box 2160, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Twenty years industrial marketing. No previous agency experience. Want Chicago position as Account Exec. Creative Merchandiser, $15,000.
Box 2161, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP 4-A ACCOUNT EXECUTIVE

A V.P. but stymied, wants more potential. Young, 12 yrs. agency experience in soft goods, appliances, groceries & beverages. Knows all phases of advertising. NY only.
Box 2162, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PR MAN-TECH WRITER With flair for mak-technical interesting and response provoking seeks agency or company job.
Box 2163, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

AD SALESMAN

Diversified Background. 6 years experience Available immediately.
Box 2164, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INTERNATIONAL ART DIRECTOR

With 12 years experience in Europe, Africa, and Australasia, seeks position with progressive organization where exceptional ability in producing fresh creative thinking is essential.

Responsible administrator with pleasant personality.

Box 372, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

WANTED
Merchandising Director With Vision

Newly created position offers outstanding opportunity in youthful, aggressive organization. Young man with ability, ready to assume big responsibilities, will head his own department over consumer and commercial divisions offering both goods and services.

Responsibilities include marketing, merchandising, sales promotion, sales training and community relations. Will work closely with ad agency in coordinating advertising and public relations programs.

Location: the dynamic, growing St. Lawrence Valley. Many benefits. Starting salary from $7,500. All inquiries kept confidential . . . all inquiries answered. Send complete résumé including recent photo. Box 369, Advertising Age, 630 Third Ave., New York 17, New York.

REPRESENTATIVES WANTED

OPPORTUNITY for exceptional sales reps with NEW trade magazine in CONSTRUCTION FIELD with qualified circulation. Openings in South, South West, Canada, Japan, S. America. Give complete particulars in letter.
Box 2122, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLISHERS' REP WANTED

The top book in an important segment of the electrical industry needs a sales rep for N.Y., N.J., eastern Pa., Mass., Conn., R.I. Territory producing well on commission basis. Excellent potential in an industrial growth market. New York interviews in February.
Box 2140, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

"Opportunity for reps. established in the display and merchandising field to handle line of wood point of sale displays. Opening in Chicago and other principle cities.
Box 2165, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

DETROIT REP-Highest Background-
Can increase sales for established trade or consumer magazine-Established office with experienced staff.
Box 2166, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED REPRESENTATIVE . . . . seeks PUBLISHER who is looking for INCREASED SPACE SALES in the NEW YORK AREA. contact **The Parvin Company, 522 Fifth Ave., New York, N. Y.**

RADIO-TV COPY/WRITER MAN

Consumer sell hard & quick as a cat's glance, soft as damp chamois. Long on AM-TV station experience including net, strong in agency & client ways & woes. Thinks new, wins awards for show & sell. Print & PR prose, too. Flexible as Lysias, works like a charm.
Box 367, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

4-A COPYWRITER

Wanted: All-around man who can produce immediately on variety of accounts in a variety of media from DM to TV. Our Chicago 4-A agency is well-known, highly-regarded, offers a *complete* service to clients. Unusual advancement opportunity, good salary, extra benefits enable us to demand a proven writer—about 30. Send résumé and earnings record. Our staff knows of this ad.

Box 364, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING EXECUTIVE AVAILABLE

- **Account Exec.-Supervisor**
- **Adv.-Sales Prom. Mgr.**
- **Art Director**

Specialties: Word and picture ideas—dealing with clients and creative people. 20 years in retailing and agencies—New York and Western city. 37 years old. Owner and manager of small agency. $15-20,000. For complete résumé write Box 359, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING COPYWRITER

Well-established mid-Ohio agency is looking for a young creative copywriter. Must have agency copy experience and be versatile in both trade and industrial copy for publication ads and collateral material. For a promising future with an expanding agency in a pleasant Ohio city, send complete résumé to: Box 366, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

OFFSET PRINTING SALESMAN

Established lithographing company has sales opening for aggressive offset printing representative who wishes to increase his opportunities which may now be limited.

This company has complete printing facilities under one roof, using the latest in platemaking, printing (including 76" equipment), and binding machinery.

Your inquiry will be held in confidence.

Box 365, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ART DIRECTOR WANTED

Expanding full line mid-Ohio agency has an immediate opening for an experienced working art director. Must have organizational and supervisory ability. Know-how in creating and producing crisp modern layouts and finished art essential.

For a position with a future send complete résumé and salary requirements to: Box 371, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

BUSINESS OPPORTUNITIES

SEMI-RETIRED?

Well est. Colo. Travel Magazine Reasonable investment. Fine reputation. Inquire
Box 2143, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SELL YOUR AGENCY TO US. We are looking for a small agency, owner considering retirement. Have plan to take over accounts on graduated split-fee basis, present owner to control during transition. Mature, experienced, well rated and recognized. **Robert Peterson Adv., 20 N. Wacker, Chicago. CE 6-6749.**

Florida radio properties available, all market sizes, prices ranging $30,000 to $500,000, all with terms. **Chapman Company, 1182 West Peachtree, Atlanta, Ga.**

MISCELLANEOUS

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Leading building products manufacturer wants experienced man to create and execute national sales promotion programs for acoustical division. Must have successful record. Excellent opportunity for man with creative promotional ideas. Headquarter Chicago. Send résumé.
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Here's an opportunity for a man with creative abillty and imagination to handle aftermarket product line promotion for a large automotive parts manufacturer. Duties involve creation of printed material, catalogs, direct mail programs, dealer sales aids, meeting scripts, etc., for rapidly expanding line. Age 25-35 with 3-5 years experience promoting products sold through specialized distributors and jobbers. Send résumé in confidence with salary requirements.
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1125 KIRBY BLDG. • DALLAS, TEXAS
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Over 25 Years Experience in Advertising

WE WANT THE BEST TEXTILE INDUSTRY AND CONSUMER MAN WE CAN AFFORD

Someone with *years* of solid experience in planning and creating successful textile industry advertising campaigns, sales promotion and merchandising programs. He'll be a key Account Exec in this medium-sized, midwest 4A agency. Not interested in just a planner and idea man. Ours must be able to follow all the way through—must be a competent copy man with plenty of "industrial" and "consumer" ad samples to prove it. How much can we afford? Plenty for the right man . . . because we just can't afford to hire the wrong one. To find out more about this unusual opportunity, send your résumé to: Box 368, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Schenley Sales Companies Get Drastic Shakeup

(*Continued from Page* 3)

be Stanley Giraitis, former eastern division sales manager of Brands of Elegance division, and Alfred Chapman, former eastern division sales manager of I. W. Harper-Ancient Age, as assistant sales managers. Stanley Schottland, former sales executive with Schenley Distillers Co., will be brand development manager; Edgar Guttenberg, former advertising manager, Brands of Elegance division, and Frank Flagg, former advertising manager of I. W. Harper-Ancient Age, have been named advertising managers of the new unit.

No advertising agency changes are involved, the company said. Batten, Barton, Durstine & Osborn; Norman, Craig & Kummel; Doyle Dane Bernbach and L. H. Hartman Inc. will continue to handle the company's Brands of Elegance products. BBDO, Doyle Dane Bernbach and Kleppner Co. will continue to handle I. W. Harper brands.

• **2. Melrose Distillers Co.**—This unit will market brands of the Old Charter and Melrose divisions. Eugene Frank, who formerly headed the Old Charter division, has been named general sales manager. Nat Magid, formerly with Brands of Elegance, and Arthur Palombo, formerly with I. W. Harper, have been named assistant sales managers. Edwin Parets, former advertising director of Park & Tilford Distillers Co. and the Old Charter division, has been appointed advertising manager of the new Melrose unit.

Doyle Dane Bernbach Inc.; McCann-Erickson and Doner & Peck will continue as agencies for Melrose brands, McCann-Erickson for Old Charter brands.

• **3. Park & Tilford—Dant Co.**—This consolidation of Park & Tilford Distillers Co. and Dant Distillers Co., although the company does not say so and is not inclined to discuss it, is one of the most revolutionary aspects in the whole Schenley shakeup. The P&T brands have not been doing well since Schenley bought P&T early in 1955 (AA, Feb. 14, '55). Dant has been used for years by Schenley as an outlet for some of its excess stocks of bonded bourbon at bargain prices. Since the passage of the Forand law last year, which extended the traditional eight-year bond period to 20 years, Schenley no longer needs to dispose of excess stocks to salvage some of its investment. Dant recently raised prices on some of its brands. There is now some speculation among liquor marketers as to whether or not some of the Dant brands will be continued.

However, under the new setup, William Sederbaum, former sales manager of the Melrose division, has been named general sales manager. Harold Morris, formerly with Dant; Harry Herrfeldt, formerly vp of Park & Tilford, and David Krasner, formerly with Dant have been appointed assistant sales managers. Sanford B. Rose, former advertising manager of Brandy Distillers Co., has been named advertising manager of the new division.

■ What happens to Stanley L. Brown, former P&T president, Newton Kook, former Dant president, and Robert Franklin, former Dant advertising manager?

Schenley said: "A number of staff executives, in both sales and advertising, formerly assigned to various selling companies, are being given wider responsibilities in keeping with the accelerated pace planned for 1959. Announcements of such assignments will be forthcoming." The company refused to elaborate.

Mr. Kook is known to be on vacation in Europe. Mr. Brown reportedly is out of town.

■ Mr. Franklin has been given a new assignment. He is now president of World Network, a new house agency set up by Schenley to handle all of its outdoor advertising in the future. The company said it is not ready to release details about this new unit, but that information will be forthcoming as soon as its release is feasible.

The agency lineup for the new P&T-Dant unit presumably will remain unchanged for the time being, with Mogul, Lewin, Williams & Saylor and Grant Advertising handling the P&T lines and Kleppner Co. and McCann-Erickson the Dant brands.

• **4. Schenley Import Co.-Brandy Distillers Co.**—This will be the fourth unit under the new reorganization. It will be directed by David Davidson, formerly exec vp of Schenley Import, as general sales manager. Edward Dreier, former head of Brandy Distillers, and Seward Eric, a former sales executive of the Melrose division, will be assistant sales managers. Bernard Goldberg, formerly ad manager of Schenley Import, will be advertising manager of the new unit.

• **5. CBA Co.**—This selling unit, marketing Cresta Blanca, Roma and La Boheme wines, formerly had its headquarters in San Francisco. It will continue under the direction of Stanford Wolf as general sales manager and Ken Pearson as advertising manager. Sales and advertising headquarters were moved to New York last fall, and the advertising shifted from Foote, Cone & Belding to Norman, Craig & Kummel the first of the year (AA, Oct. 20).

■ The man who will head the whole reorganized sales setup is Walter Jahn, former marketing director of Schenley Distillers Co., who has been given the same title in the reactivated Affiliated Distillers Brands Corp. Mr. Jahn will supervise sales operations of all of the units listed above. Harvey Chaplin will continue in the post of executive assistant to Mr. Jahn. Jack Hornsby, vp of Schenley Distillers Co., will work with Mr. Jahn as national sales manager in charge of special services.

Mr. Jahn described the realignment of Schenley's sales companies and executive personnel as a move "designed to strengthen the sales, merchandising and advertising programs of every Schenley product.

"The consolidation of our sales structure," he said, "will enable us to serve more adequately wholesalers and licensees throughout the country. The regrouping of our mature executive talent and the opportunities being extended to many of our younger men are designed to keep pace with Schenley's progress for the selling year ahead."

■ It may be recalled that Schenley instituted a similar but less drastic realignment of brands early last year (AA, Feb. 10 '58). At that time three new divisions were set up —Melrose, Old Charter and Old Stagg—and a number of personnel changes were made.

Since then, the Forand bill has been passed, Schenley's position in the industry has been materially strengthened, and it is apparently preparing to launch a more extensive and stepped-up sales and advertising drive for all of its major products. #

Fuller Sets Biggest Drive; Newspapers to Get Lion's Share

W. P. Fuller & Co., San Francisco maker of paints and glass, has set the largest drive in its history for 1959, with the largest part of the budget allocated to daily newspapers. Palmer Field, Fuller director of advertising and sales promotion, said that more than $461,000 will go into newspapers; of this, some $350,000 will go into a consumer paint campaign, with another $110,000 earmarked for local retail advertising by Fuller service stores. Consumer magazines will receive almost $100,000 for both consumer paint and glass advertising, and more than $45,000 will be spent in trade magazines.

Young & Rubicam, San Francisco, handles paint sales and corporate advertising; Harris, Harlan, Wood division of Fletcher D. Richards Inc. handles glass advertising.

Wanted: Art Salesmen to sell WOODCUTS

Ours is virtually the only company in the world that makes Woodcuts.

A woodcut (really a wood engraving) is a "lost Art" which we have revived in the United States by changing its character from a platemaking technique to an art technique.

Woodcut, as we make it, provides more detail, shading, texture, contrast and interest than any other illustrating technique we know of, and is widely used by Art Directors, Production Men, Ad Managers, Designers and anyone else who buys artwork in the Graphic Arts.

We have recently published a Woodcut Manual which, in 32 pages, shows our variety of uses, our techniques, the history of this remarkable art form, and is a kind of handbook for the purchase of woodcut artwork. It contains 13,000 words, 150 pictures and a rough price scale. This Manual has already been requested by more than 5000 art buyers all over the United States.

We are now looking for some form of sales representation in both major and minor areas throughout the United States.

If the word WOODCUT is already magic to you, as it is to us, please let us hear from you.

THE SANDER WOOD ENGRAVING COMPANY, INC.
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Opportunity for West-Coast Rep.

Must be live-wired to represent monthly magazine in the home field. Prefer Rep. with home office in L.A. Send complete résumé, airmail. Box 353, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

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Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

Finest ART and CUTS AT LOWEST PRICES

ZINC LINE OR HALFTONE, Flash Mounted $1.25
UP TO 5 SQUARE INCHES
Larger sizes proportionately priced.
Overnight by Airmail.

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CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.

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Your classified ad in Advertising Age gets right down to the basics of good buying or selling strategy. Puts your message into the hands of over 158,000 marketing men and women who have the authority to buy, sell or hire. You get quick action. Costs as little as $5 per ad. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____
Street_____
City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles, Calif.

A Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 99% of the People

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

393,614 DAILY COMBINATION • 313,034 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Cars, Appliances Are Impulse Items: BBDO

(Continued from Page 1)

35% of these actually buying and accounting for 28% of appliance sales. Nearly half (48%) indicated they were uncertain of buying, but 49% of these actually did make a purchase, thus accounting for 49% of appliance sales. The final 16% who said they did indeed intend to buy an appliance, included 69% who redeemed that intention, and accounted for 23% of appliance sales.

■ BBDO said that "more than 75% of all electric appliance and automobile purchases were made by those people who, at the beginning of the year, said they were uncertain about making a purchase or were definite that they would not buy."

The proportion of sales made to people who said they were not going to buy went like this:

Refrigerators: 45.4% in 1953; 45.6% in 1954; 57.1% in 1955; 60.7% in 1956; and 61.3% in 1957. Automatic washers (1953 to 1957): 46.9%, 50.3%, 61.7%, 55.2% and 61.2%. Air conditioners: 61.7%, 57.6%, 54.3%, 47.3% and 57.5%. Vacuum cleaners: 50%, 64%, 60.3%, 64.4% and 66.8%. New autos: 40.6%, 44.1%, 42.7%, 47.8% and 48.1%.

"We can see from this," commented BBDO, "that a large share of total sales comes from those consumers from whom we would expect the fewest sales. This represents an important fluid or mobile sales potential that can be activated by such successful sales stimulants as aggressive advertising, new-product development, effective salesmanship, point of sale display."

■ In a brand-switching study covering 1955 through 1957, the agency came up with this percentage comparison of intent to buy a specific brand:

New cars (1955): 61.5% bought the make considered and 38.5% bought a different make. In 1956, the figures were 61.7% and 38.3% respectively. In 1957 the figures moved to 62.5% and 37.5%.

Refrigerators: 38.3% bought the brand considered and 61.7% bought something else in 1955. In 1956 the comparable figures were 34.4% and 65.6%, while 1957 saw the figures change to 50% and 50%.

Automatic washers: 36.1% bought the brand considered and 63.9% got something different in 1955. The next year saw the percentages change to 46.2% and 53.8%. In 1957 they were 37.6% and 62.4%.

Vacuum cleaners: 47.9% stuck with their brand while 52.2% switched in 1955. The next year changed to 49.1% loyal to their choice and 50.9% switching; in 1957 the comparable figures were 54.4% and 45.6%. #

Many Broadcasters Eager for Distillers' Money, Rep Finds

(Continued from Page 1)

vodka and cordials.

In general Mr. Cannon said his list of stations set forth three specifications for their acceptance of liquor:

1. That the announcements will be scheduled within adult programs.

2. That the copy be of an institutional nature rather than hard-sell.

3. That the advertising meet all the restrictions of federal and state laws.

■ In their letters to the representative, many of the broadcasters emphasized that they considered it discriminatory for other media to be able to accept liquor advertising while broadcasting was declared out of bounds. Some station men pointed out that they felt they had no right to refuse to accept advertising for a legitimate business. Many of the products already advertised on radio could be used to excess, these practical-minded broadcasters pointed out.

Some broadcasters indicated that they thought it might be necessary to confine liquor advertising to low-power stations since the high-power stations could beam the commercials into states or counties in dry areas. These opinions, of course, came from low-power stations. #

Watchmakers Postpone Agency Selection

Watchmakers of Switzerland, said to be planning a $1,000,000 drive, will probably not pick another agency to succeed Foote, Cone & Belding for at least another four weeks. The Watchmakers are believed to have talked to Ogilvy, Benson & Mather; Leo Burnett Co.; Young & Rubicam, and Lawrence C. Gumbinner Advertising.

Current Deals and Offers

Pickings were slim for bargain hunters in the week following New Year's, according to a spot check by Advertising Age of special offers made by advertisers in newspapers. In ten newspapers checked, only eight "bargains" turned up.

The newspapers, all dated Thursday, Jan. 8, were the *Columbus Dispatch; Dallas Times Herald; Dayton Daily News; Detroit News; Houston Chronicle; Indianapolis News; Knoxville News-Sentinel; Capital Times*, Madison, Wis.; *Memphis Press-Scimitar* and *Minneapolis Star*.

The ten were selected for the Jan. 8 spot check from among a number of newspapers scattered geographically and from markets often used by advertisers as test markets. Since offers made by manufacturers (retail store specials are not included) tend to appear in a number of newspapers on the same day, whenever an offer is listed for the first time, all the other cities in which it appears are given. These offers are not listed again for the newspapers in those cities.

Product	Ad Size	Offers
		Columbus Dispatch
Nine Lives Cat Food	4x150	$1 cash for 12 labels. Also in Dayton and Minneapolis.
Wetalene cleaner	5x205	Two 1 lb. boxes for 49¢; two 3 lb. boxes for $1.29.
		Dallas Times Herald
Churngold margarine	3x100	5¢ off. Also in Houston.
		Detroit News
Brill's Noodle De-Do	2x65	Buy two cans, get next can free.
		Knoxville News-Sentinel
Clark's gum	3x65	25¢ refund for 12 outside wrappers.
		Indianapolis News **Madison Capital Times** **Memphis Press-Scimitar**
No deals or offers appeared in these newspapers.		

ADJUSTABLE—*Remington Rand will introduce its adjustable electric shaver via this color spread in the March 30 issue of Life. Copy promises to solve "every shaving problem in the world." Print ads are handled by Gardner Advertising. (Story on Page 42.)*

Agencies Get Questionnaires as Senators Gird for TV Ratings Probe

(Continued from Page 1)

the public." The committee has already held some preliminary hearings.

■ Sen. Magnuson revealed that "further hearings are scheduled for the near future at which time members of the television industry, the public and other interested parties will be afforded the opportunity to appear." Washington sources expect these hearings to be held in New York in mid-February; network officials, among others, reportedly will testify.

Among the other questions put to agency men:

"What effect, if any, do ratings have on your decision in selecting or recommending the continuation of a commercial tv program for national, regional or local broadcasting?

"Do you use your own measurement service in weighing the popularity, acceptance and impact of a commercial broadcast program, or do you use the reports of outside organizations such as A. C. Nielsen, American Research Bureau, Pulse, Videodex or Trendex? Would you specify the ones you use?

■ "In determining the selection or recommendation for continuance of a specific commercial tv program, what weight is given to the rating information contained in the reports issued by A. C. Nielsen, American Research Bureau, Videodex, Trendex and Pulse or any other ratings service?

"In general, do you consider a program's rating as listed in the national or local reports of the measurement services to be an accurate reflection of the popularity or acceptance by the viewing public of the program?

"If not, what degree of error or tolerance do you consider to be inherent in the statistics furnished —5%, 10%, 25%, 30%, over 39%?

■ "What criteria do you employ in determining the accuracy and reliability of the measurements of each or any of the services that you utilize?

"Do you have any observations with regard to the size of the samples taken by any of the five mentioned measurement services and the accuracy of the conclusions projected from such samples? For example, are the samples adequate to reflect the total homes reached by a particular program, the total viewers viewing the program and the audience composition?

"In your estimation what effect, if any, do the ratings of the measurement services have on the success or lack of success of various programs or on the success or lack of success of a broadcast station in obtaining an account?

■ "Have you conducted any studies or made any analysis of information to determine what portion of the tv-set viewers used in a sample of any measurement service is made up of children as compared to the total number of viewers involved in the sample? If so, what were the results of your most recent study or analysis?

"Have you conducted any studies or made any analysis of information to determine what proportion of tv programs are selected for home viewing (1) by children or (2) by adults? If so, what were the results of your most recent study or analysis?" [Editor's note: Time period breakdowns were requested.]

"Does the emphasis on national tv ratings tend to have an adverse effect on the development or creation of local live programs?

■ "A great deal has been said about the employment of unusual promotion advertising, give-aways, contests and 'loading' programs with important guests and feature films during the so-called rating week.

"A. From your experience and studies, do such activities result in achieving temporary boosts in ratings?

"B. Do the rating reports presently issued by the various measurement services reveal the unusual activities in reporting the ratings?

"C. In your judgment are such ratings, resulting from unusual promotional activities, properly weighed along with other data in the rating reports issued by the measurement services?

"D. Do you have any suggestions as to how this problem of unusual promotional activity designed to 'hypo' ratings should be reported.

■ "In addition to the information furnished by the rating service, which of the following factors are considered in selecting or recommending the continuance of a commercial tv program?

"List in order of importance.

A. Sponsors' preference

B. Program costs

C. Cultural or educational value of program

D. Appeal of program to the sponsors' potential customers

E. Specific other criteria you may use." #

Tragerman Joins Dobbs

Morris Tragerman, formerly art director and vp of George N. Kahn Advertising Agency, has joined Dobbs Co., New York, in a similar capacity.

Net Option Time Is 'Necessary,' FCC Concludes

(Continued from Page 1)

it gives networks over independent film producers, syndicators and local and regional advertisers.

After acknowledging the handicap that option arrangements put on non-network programming, FCC examines the function of networks and finds that they are necessary for the public welfare and that option time is necessary to prevent checkerboarding in program clearance and erosion of the networks.

The commission's findings are sure to be embarrassing to the antitrust division. At informal meetings with the commission last spring, antitrust officials took the position that several tv practices, including option time, are illegal.

■ Ordinarily the Justice Department wouldn't "look behind" the factual basis for a decision by an expert agency like FCC. With the commission divided 4-3 and with minority commissioners sufficiently disturbed to register their dissents in writing, the antitrust division is expected to go over the majority's views with a fine-tooth comb and to pounce on any inconsistency or omission that it can discover.

With today's FCC action, the battle over option time reaches its most critical stage. Previously two congressional committees and the FCC's own special network study group reported that option time arrangements between networks and their affiliates represent an unreasonable restraint on local and spot advertisers and on independent program producers and syndicators.

But before reaching its own conclusions, the commission took into consideration the emphatic testimony of the networks and their affiliates that the whole fabric of network time clearance would be ripped apart unless the option arrangements remained.

■ Networks have already made one major move to spike the guns of potential antitrust prosecutors by eliminating their widely criticized "must buy" rules and substituting "minimum buy" arrangements which give more flexibility to advertisers in selecting outlets.

During informal meetings with FCC last spring, antitrust officials took the position that "must buy" represented an outright antitrust violation under any circumstances. They also claimed the option time arrangements are outright violations, but there has been some feeling in the broadcast industry that they would have more trouble proving this point once the "must buy" tie-in was removed (AA, Dec. 22). #

Hafner Boosts New Brand

Hafner Coffee Co., Pittsburgh, is introducing a new brand, Fine Cup coffee, with a pilot campaign in Wheeling, W. Va. Hafner, which packages coffee brands for independent and chain stores in the tri-state territory, is now offering its own brand. Tv, radio and newspapers, plus stunts and promotions, are being used in the initial campaign. Endorsements by Basil Rathbone are being featured. Goldman & Shoop, Pittsburgh, is the agency.

United Glass Names Hartman

United Glass Bottle Manufacturers Ltd., London, has named L. H. Hartman Co., New York, to handle its advertising and marketing in the U.S.

Depends on Who Answers . . .

Newspapers Indispensable: BofA; Not Really, Broadcasters Retort

NEW YORK, Jan. 15—Newspapers are "indispensable," and the newspaper strike here last month hurt retailers because they lacked a daily print medium, according to the Bureau of Advertising, American Newspaper Publishers Assn.

Not at all, retorts the Radio Advertising Bureau. The non-appearance of $17,000,000 in newspaper advertising didn't cause any serious decline in business here.

"On the contrary, business was virtually on a par with business throughout the rest of the nation."

The Radio Advertising Bureau concedes that retail sales here "might have been better if there had been no strike," but it adds that there can be no alteration of "the basic fact proved here—that no one advertising medium is 'indispensable'."

■ Both the newspaper Bureau of Advertising and Radio Advertising Bureau use the Federal Reserve Board to make different points. The BofA: "Reserve Board figures indicate New York City's retail volume was building up great momentum before the strike occurred, and that the momentum faded badly during the strike." The RAB: "For the four-week period ending Dec. 27, the New York Federal Reserve district showed a 7% business increase over 1957."

RAB's views on the strike were contained in a newsletter sent to RAB member stations for use with local and regional advertisers in personal presentations and in direct mail campaigns. About 5,000 copies will be sent to national advertisers.

The Bureau of Advertising, which calls its report "No Substitute for Newspapers," said copies were available at its offices here and in Chicago, Detroit, San Francisco and Los Angeles.

■ The BofA declared that a city without newspapers is "a city in the dark," and that in terms of business, retailers most affected were those stores which depend primarily on sales and special events for their volume. Also hurt badly, said the BofA, were mail and telephone orders of department and specialty stores, with losses running as high as 50%.

Kluge Expands as Broadcaster with Metropolitan Buy

WASHINGTON, Jan. 15—John W. Kluge, Washington food broker and radio station owner, moved into the chairmanship of the Metropolitan Broadcasting Corp. today as he and his associates exercised the working control which was obtained with the purchase of $4,000,000 worth of stock from Paramount Pictures Corp.

With Paramount withdrawing from participation in the former DuMont-owned stations, Charles Goodwin, who served as president during Paramount's period of control, withdrew, and Richard D. Buckley moved up to become president and chief executive officer.

Mr. Kluge, who expanded into radio from the food business and acquired a string of stations in major markets, heads a group which recently purchased 335,200 shares (23%) of Metropolitan. With him and Mr. Buckley on the executive committee also will be Robert C. Jones Sr., partner in Jones, Kreeger & Co., Washington investment broker, which also has about 23% of Metropolitan. Mr. Buckley, who joined Metropolitan in May, 1957, has 10.8%.

■ The company's properties include WNEW-TV, New York, and WTTG, Washington, two of the original DuMont tv stations; also two radio stations, WNEW, New York, and WHK, Cleveland.

Also elected to the board was Warren Lasher, president of the Bank of Silver Spring, Silver Spring, Md., an institution which recently elected Mr. Kluge to its own board. #

James Aubrey Named Senior Consultant of Aubrey, Finlay

James T. Aubrey, board chairman and chief executive officer of Aubrey, Finlay, Marley & Hodgson, Chicago agency which he founded 36 years ago as Aubrey & Moore, has been elected senior consultant following his request that he not be reelected chairman. He will continue as a director.

James T. Aubrey

No successor to Mr. Aubrey was named. Executive responsibilities were delegated to the agency's executive committee, which includes Earl Hodgson, president; Kenneth M. Hill, who was elected to the new post of exec vp, and E. A. E. Ferngren, treasurer and assistant secretary. In his annual statement to stockholders, all employes of the agency, Mr. Aubrey reported 1958 billings increased to about $9,000,000.

NO ONE 'INDISPENSABLE,' SAYS WOOD, GRAND RAPIDS

GRAND RAPIDS, Jan. 15—At about the same time New York went through its newspaper strike, this city went through a longer one—Nov. 24 to Jan. 5.

In an attempt to assess its effect on business, Willard Schroeder, general manager of WOOD am and tv (a Time Inc. subsidiary), queried all downtown department stores and corporate food chains operating in Grand Rapids. His conclusion:

• "Every company except one reported a better volume of business than it had for the same period a year ago.

• "Every man stated that no advertising medium, including newspapers, was indispensable to his business.

• "Despite the generally satisfactory sales volume of the three department stores, all stated they missed newspaper advertising for so-called 'special' or 'promotional' items . . . Although the food chains and department stores demonstrated they could get along very well without newspapers if they had to, it was abundantly clear they would welcome the return of the newspaper facility." #

Earl Reorganizes Design Group

Harley Earl, former head of automobile styling for General Motors Corp., has reorganized his own industrial design organization, formerly known as Harley Earl Inc., Warren, Mich., which hereafter will be known as Harley Earl Associates. James Balmer, exec vp; David Bishop, head of the graphics and packaging division; Craig Paul, chief of exhibits and interiors, and three product design studio heads, Samuel Highberger, Paul Petlewski and Dominic Saporito, have all been named design associates.

Last Minute News Flashes

Kastor, Hilton Gets Smith Bros., Resigned by SSC&B

NEW YORK, Jan. 16—Sullivan, Stauffer, Colwell & Bayles has resigned the Smith Bros. account, which has moved to Kastor, Hilton, Chesley, Clifford & Atherton. The account has been at SSC&B since that agency was formed in 1946. "Product conflicts"—presumably with Whitehall Laboratories and Block Drug—were cited as behind the switch. Kastor, Hilton last year was named to handle Smith Bros.' Smokers Drops. The account, with Smokers Drops, cough drops, cough syrups and a new Smith product, will probably bill between $750,000 and $1,000,000 with Kastor, Hilton.

Slenderella International Names Product Services

NEW YORK, Jan. 16—The $2,500,000 account of Slenderella International, which operates 150 slenderizing salons in 11 countries, has been switched to Product Services Inc. The previous agency was Management Associates, Stamford. The $2,500,000 budget represents a 50% increase over 1958 but still is substantially below the peak of Slenderella spending, when it reached $4,000,000. Product Services, which recently added the Continental Wax Six-Month floor wax account, said adding Slenderella boosts its billing past the $7,500,000 mark. Continental has been charged by the Federal Trade Commission with misrepresenting the durability of Six-Month floor wax in its advertising. The company stated it would reply, presenting authoritative data.

Tidewater Assigns Veedol Overseas Ads to Grant

NEW YORK, Jan. 16—Tidewater Oil Co. has appointed Grant Advertising to handle international advertising for its Veedol automotive and industrial lubricants. Tidewater formerly used a German agency to place this advertising.

BBDO Named for Aqueduct Race Track Ads

NEW YORK, Jan. 16—The New York Racing Assn. has picked Batten, Barton, Durstine & Osborn to handle an introductory ad campaign for the new Aqueduct race track. The account will reportedly bill about $500,000.

Swissair, Watchmakers, Volkswagen Still Looking

NEW YORK, Jan. 16—Three international accounts—Swissair, Watchmakers of Switzerland and Volkswagen—are still seeking agencies, with decisions not expected before February. Swissair, now with deGarmo Inc., has narrowed its choice to eight agencies. The Watchmakers, now with Foote, Cone & Belding, has looked at six or eight agencies and will look at more; it is interested primarily in U. S. advertising, not international. Volkswagen, now with J. M. Mathes Inc., is not saying anything about its selection process.

McKelvey Succeeds Butler as Y&R Head in Detroit

DETROIT, Jan. 16—Randolph T. McKelvey, formerly a vp and contact supervisor on the General Electric account, has taken over as manager of Young & Rubicam here, following the resignation of Aldis P. Butler. Mr. Butler will announce his plans shortly.

Conde Nast Sale Talks Reportedly in Progress

NEW YORK, Jan. 16—Major magazine publishers here are reportedly negotiating for control of Conde Nast Publications, publisher of *Vogue, House & Garden, Glamour* and two pattern books. Daniel Salem, executive assistant to I. S. F. Patcevitch, Conde Nast chairman and president, confirmed reports of negotiations but would name no prospective purchasers.

Fairbanks, Morse to Henri, Hurst; Other Late News

• **Fairbanks, Morse & Co.** has followed Arthur L. Decker from Donahue & Coe to Henri, Hurst & McDonald as expected (AA, Dec. 22). Mr. Decker rejoined Henri, Hurst last month as a senior vp after a 14-year absence. The $1,000,000 Fairbanks, Morse account followed Mr. Decker from Henri, Hurst to Buchen Co. to Donahue & Coe and back to Henri, Hurst. Billing will begin Feb. 1.

• **Budd Co.,** Philadelphia, has announced that Lewis & Gilman will continue to handle its $500,000 account for the remainder of 1959. Budd confirmed the report (AA, Jan. 12) that it was talking to some half dozen Philadelphia and New York agencies about a possible switch in 1960.

• **Robert E. Kilgore** has been elected president of Gray & Kilgore, Detroit, succeeding Charles M. Gray, who has been elevated to chairman of the board. Mr. Kilgore had been exec vp.

• **Luer Packing Co.,** Los Angeles, has named Atherton Mogge Privett as its agency, replacing Honig-Cooper, Harrington & Miner. The company also appointed James Robinson advertising and sales promotion director.

• **Arkansas Rice Growers Co-operative Assn.,** Stuttgart, Ark., has named Noble-Dury & Associates, Memphis, to handle its advertising. The association markets its products under the name of Riceland Rice. M. R. Kopmeyer Co., Louisville, is the previous agency.

• **Professional Leagues Advertising Network,** New York, a new corporation, has been organized to sell advertising via public address systems and outfield fences in minor league baseball parks (AA, Dec. 8, '58). Robert M. Feemster, chairman of the executive committee, *Wall St. Journal,* and president of the Orlando Dodgers of the Florida State League, owns PLAN, which now has expanded its network to 116 markets.

• **Foulke Agency,** Minneapolis, has acquired the Minneapolis office of Jackson, Haerr, Peterson & Hall, and Lynn Bickett, former partner of Jackson, Haerr, joined Foulke as a vp. Jackson, Haerr, which operates offices in Chicago, Peoria, Ill., and Jefferson City, Mo., purchased Associated Advertising Agency, Minneapolis, four years ago. Mr. Bickett now has purchased the Minneapolis unit and merged it with Foulke.

• **Sumner Rulon-Miller,** formerly product manager on Fab for Colgate-Palmolive Co., will join the San Francisco office of Cunningham & Walsh Feb. 9 as an account supervisor on the Crown Zellerbach account. From 1951 to 1956 he was product manager of several General Foods brands.

FRUIT—*Campbell is testing these soups in Cleveland, Denver, Seattle and Providence through BBDO.*

Some Recovery in '59; Big Push in '60: McNair

Investment Revival Must Follow Consumer-Based Upturn Today, NRMA Told

NEW YORK, Jan. 15—"This year will see a continued recovery from the business recession of 1957-58, but no big forward push in the economy is likely before 1960," Malcolm P. McNair, of the Harvard University graduate school of business administration, told the National Retail Merchants Assn. here this week.

Prof. McNair stressed that the current improvement in business "is primarily a consumption-based recovery. In several respects," he said "it has a less solid floor under it than was the case in the recoveries from the two preceding postwar recessions, in 1948-49 and 1953-54.

"Since it is thus far primarily a consumption-based recovery," he said, "the responsibility is peculiarly that of distribution to keep it rolling. Continued strength in consumption is one of the important factors that will bring the needed revival of investment.

■ "This responsibility of distribution to keep the recovery rolling argues strongly for (1) better anticipation of consumer wants and desires, (2) more research into consumer demand and better appraisal of its changing pattern and (3) more imaginative development of new products and services," Prof. McNair said. "It argues likewise," he added, "for greater flexibility in policy to meet changing conditions."

At crowded sessions during the annual meeting speakers discussed problems affecting department and specialty stores.

■ In addition, the association elected Nathan J. Gold, board chairman of Gold & Co., Lincoln, Neb., its president, succeeding George W. Dowdy, exec vp and general manager of Belk Bros. Co., Charlotte, N.C., and reelected J. Gordon Dakins exec vp and treasurer.

In formal resolutions it went on record favoring governmental support for rehabilitation of downtown business areas; recommended that retailers support legislation to outlaw Sunday openings; called for legislation to correct abuses of labor union administration and opposed federal legislation on minimum wages for localized business such as retailing. #

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MILLION
154 THOUSAND
LINES OF
ADVERTISING
WERE BOUGHT
BY RETAILERS
IN THE FIRST
11 MONTHS
OF 1958
TYING IN
WITH THE
ADVERTISING
AND EDITORIAL
PAGES OF
LIVING*

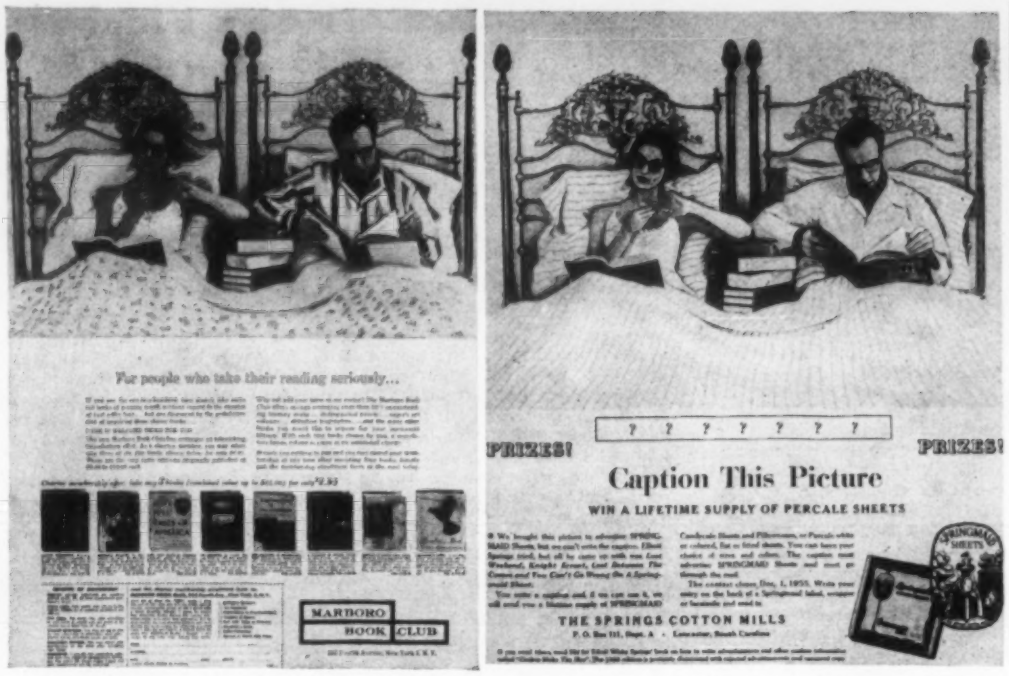
This is nearly as much as Advertising Checking Bureau credited to the other two "special interest" home magazines *combined*.

LIVING
FOR YOUNG HOMEMAKERS

the Time Of Purchase magazine

575 Madison Avenue
New York 22, N. Y.

*Source: Advertising Checking Bureau



MULTI-PURPOSE—*The ad at left was used by Marboro in the New York Times and the Reporter; then the photo was converted for use by Springs Cotton Mills in the Ladies' Home Journal.*

Court Rules Model Release Gives Advertiser Full Power Over Photo

(*Continued from Page* 3)

this three-year-old action are as follows:

• **1.** In December, 1954, Marboro, operator of a chain of New York bookstores, hired fashion photographer Richard Avedon for $500 to take a picture to illustrate an ad for its book club. Mrs. Russell posed for the picture, which showed her in bed with a male model. Both were shown reading books. The Marboro ad ran in the *New York Times* and the *Reporter*. It was headlined, "For people who take their reading seriously." Friend-Reiss Advertising placed the ad.

• **2.** Marboro subsequently sold the picture for $200 to Springs Mills, maker of Springmaid sheets. The picture was retouched and used in a bedsheet ad carried by *Ladies' Home Journal, Look* and *Promenade*. In this ad the male model was wearing a beard, and the title of the book in his hand was discernible as "Clothes Make the Man"—a volume Springs Mills described as "profusely illuminated with rejected advertisements and censored copy."

• **3.** In December, 1955, Mrs. Russell and her husband, Edward T. Russell, an account executive at Doyle Dane Bernbach Inc., filed a massive libel and breach of contract suit, naming as defendants Springs Mills; Marboro; Friend-Reiss; C. L. Miller Co. (the Springs Mills agency) and the three magazines which carried the Springmaid ad.

In arguing for dismissal of the complaint, attorneys for the defendants contended that Mrs. Russell had no case because she signed the following release:

"The undersigned hereby irrevocably consents to the unrestricted use of Richard Avedon, advertisers, customers, successors and assigns, of my name, portrait or picture, for advertising purposes or purpose of trade, and I waive the right to inspect or approve such completed portraits, pictures, or advertising matter used in connection therewith."

Considering this release form, Judge Levy stated:

"It is thus to be noted at once that the language of the writing before me is quite simple and entirely unambiguous. In my view, therefore, nothing is needed to clarify the document, and nothing should be permitted by way of extraneous evidence to negate it. . . By its express terms, sales or assignment of the plaintiff's photograph is quite clearly foreseen, anticipated and consented to.

"Although the plaintiff, the photographer and the industry in which they are engaged may prefer not to permit the sale to other advertisers of photographic work done for a particular client, the parties here have embodied their understanding in a document which freely permits such sales."

■ To Miss Marx's argument that there was an oral understanding that the picture was to be used only in a Marboro ad, the judge said: "I agree with Mr. Justice Holmes that it 'would open too great risk if evidence were admissible to show that when (the parties in writing) said 500′ they (orally) agreed it should mean 100′, or that Bunker Hill monument should signify the Old South Church'."

Judge Levy also rejected Miss Marx's contention that a ruling in favor of the model release form would do "irrevocable harm" to the fashion advertising industry. "It is quite a simple matter," he pointed out, "to protect the model, the photographer-artist, the advertising agency, the advertiser, and any others engaged in this trade. . . Those who desire to do so may, and, if they care, can, execute and accept releases consenting to use only by the immediate prospective client."

■ While he dismissed the complaint alleging breach of contract, Judge Levy indicated that the Russells do have a case for libel against Springs Mills and the magazines which carried the Springmaid ad —and possibly against Marboro, if it can be proved that Marboro sold the picture with knowledge that it would be used in a libelous manner.

Judge Levy pointed out that the release form gave Springs Mills a right to use the original picture.

"But if it was altered sufficiently," he added, "I should think it would no longer be the same portrait, but a different one."

He took note of a copy block in the Springmaid ad, which said:

"We bought this picture to advertise Springmaid sheets, but we can't write the caption. Elliott Springs tried but all he came up with was *Lost weekend, Knight errant, Lost between the covers* and *You can't go wrong on a Springmaid sheet.*"

■ In her complaint, Mrs. Russell charged that this ad, in effect, invited readers to make insinuations about her moral character. She said that the ad asked 8,970,135 persons (the circulation of the three magazines) "to guess the details of the act of unchastity of which that advertisement accused me."

Mrs. Russell also stated: "No monetary or any other consideration would ever induce me to pose for a Springmaid bedsheet advertisement."

Upholding the libel action, Judge Levy said: "I have come to the conclusion that the untrue representation in connection with the actual photograph and its publication may tend to injure the plaintiff's reputation as an individual and in the trade, and that thus the essentials for libel are met. Indeed, in certain circumstances, the jury might find libel and award punitive damages without finding actual damages."

■ Since he dismissed more than half of the 16 actions in the complaint, Judge Levy asked for an amended complaint to be prepared in 20 days. If a new complaint is not presented, the original one will be dismissed. Judge Levy's opinion may also be appealed.

Mr. Russell, who had joined his wife in the suit, charging loss of *consortium*, told AA his wife was disappointed at the opinion.

"Mary Jane was fighting for all the girls," he said, "and naturally she is disappointed." The Russells have not yet decided on their future course. #

TM*
VIDEOTAPE
Dynamic new dimension in TV advertising
PROFESSIONAL AMPEX PRODUCTS DIVISION
CORPORATION
*TM AMPEX CORP REDWOOD CITY, CALIFORNIA

Pharma-Craft Is Revamped; Bell, Robertson Leave

(*Continued from Page* 3)

Seagram and chairman of its research and development committee. He has also been a member of the board of directors of Pharma-Craft.

Edgar M. Bronfman, president of Seagram, also announced that Robert Bragarnick, vp in charge of marketing for Seagram, will now supervise all Pharma-Craft advertising. Mr. Bronfman said these moves were aimed at broadening Seagram's "role in the pharmaceutical industry."

■ Pharma-Craft, now a $5,000,000 plus advertiser, markets Coldene cold remedies, Fresh deodorants and other drug and toiletry products. In announcing these top-level changes, Mr. Bronfman said Pharma-Craft "looms large in our corporate planning.

"We believe that the development of closer links with the parent organization will result in even more intensified growth and development of the company."

Pharma-Craft advertising currently is divided among J. Walter Thompson Co., Cohen & Aleshire and Cunningham & Walsh. Cunningham & Walsh entered the picture in September, when it acquired Coldene stick chest rub from Thompson.

■ Earlier this week Babbitt announced that Mr. Robertson had

Ralph Robertson

joined the company as director of advertising, a post the company had left open. When Brown & Butcher was named the Babbitt agency early last year, the company said B&B would function as Babbitt's ad department.

In moving to Babbitt, Mr. Robertson rejoins many old colleagues from Colgate-Palmolive. Mr. Robertson worked at Colgate for 22 years before joining Geyer in 1953. Marshall Lachner, Babbitt president; Michael Frawley, exec vp; Jack Sudgen, marketing vp; Russell Thatcher, administrative assistant; and Messrs. Brown and Butcher at the agency are all Colgate alumni. #

Art Harrison takes the stand for electronics

Arthur E. Harrison is an avionics systems engineer with Grumman Aircraft Engineering Corporation, a leading manufacturer of weapons systems including anti-submarine, airborne early warning, air-sea rescue, fighter and attack aircraft, etc.

Before coming to Grumman, Mr. Harrison was Director of Engineering with Fairchild's Guided Missiles Division. He is on the guided missile subcommittee of the American Ordnance Association.

Art Harrison has been reading **electronics** for more than 20 years. He maintains a complete library of bound volumes in his home.

Mr. Harrison has influence on purchasing electronic equipment through his design function, specifying the components and parts that go into systems.

It has been said that leading publications build a "personality" for themselves. This is a quality that cannot be measured with facts and statistics. Here's how Art Harrison characterizes the "personality" of **electronics** magazine.

"**electronics** *is a magazine that is edited for the work-a-day engineer, his jobs, and his problems. It offers broader coverage of the electronics industry than any other publication. I am thinking all the way from computers through instrumentation to communication and navigation.*"

If it's about electronics, read it in **electronics**.

electronics

Published WEEKLY plus the mid-year electronics BUYERS' GUIDE

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

WE USED IT AND WE LIKE IT

USE-TESTED

BY

McCall's

McCall's Use-Tested Program Expands

America's Fastest-Growing Informative Labeling Program Moves into Supermarkets, Drug Stores and Department Stores

"Use-Tested by McCall's"—these familiar buy-words appearing on a product at the point of sale tell millions of women shoppers that the product has been performance-tested and endorsed by the editors of McCall's.

Now this symbol of satisfaction, formerly limited to appliances, home furnishings and home equipment, will be seen more widely than ever before. Effective immediately, McCall's Use-Tested Program is being expanded to include practically all products sold in supermarkets, drug and department stores.

The Use-Tested Program, designed to meet the needs of modern, self-service marketing, is built upon the editorial authority of McCall's. Through this program, McCall's editors and home economists provide the consumer with impartial, authoritative *buying* information, based on exhaustive laboratory and practical "use-tests".

This informative labeling by McCall's is designed to help consumers select and buy the right product for their needs, give manufacturers greater sales impact at the point of purchase and assist retail personnel in explaining individual product features.

The new expansion of the Use-Tested Program will enable many new products to gain further selling impetus through the authority and influence of McCall's. To learn how your product can be aided by this program, see your McCall's representative, or write: Use-Tested Program, McCall's, 230 Park Avenue, New York 17, N. Y.

The magazine of Togetherness . . .
circulation now more than 5,300,000

● *The Use-Tested symbol, above, is a trade-mark of McCall's*